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Washington Views a Troubled World

Disquieting, But Not Intrinsically and Imminently Dangerous, Is the Capital's Composite Official Attitude on the Situation

By Edward Price Bell

[*The following article by Mr. Bell was written after his return from the Far East, and a series of interviews in Washington with those most responsible for our foreign policies. It is the interpretation by a distinguished journalist of the Washington view-point.*]

DISQUIETING, but not intrinsically and imminently dangerous.

These words would seem to express, with precision, the composite official Washington view, at the moment, of the highly-complex international situation. It is hardly too much to say that this opinion represents all the really reliable information, and all the trained experience in forming judgments respecting such matters, which are at present available in this country. It represents all the facts known to our Government. It represents the consultations, the study, the reasoned conclusions, of the most expert American thinkers relative to world affairs.

Why is the international situation, as seen from Washington, *disquieting?* Why is it *not*, as so seen, *intrinsically and imminently dangerous?*

It is disquieting because both Europe and East Asia are looked upon as gigantic powder-magazines, the one an area of immemorial feuds and passions, and of fiery current resentments, the other a theater in which two great ambitious Powers grimly face each other, mutually suspicious, continually bickering, restrained from striking, perhaps, by only momentary considerations of prudence.

In these conditions, Washington sees the possibility, tho not the probability, of an accident, some tragic happening, some frontier or local embroilment, which suddenly might light an inextinguishable international fire.

What are the favorable factors in world relations just now? Why do competent observers speak of the outlook as "not intrinsically and imminently dangerous"?

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Cordell Hull, Secretary of State

Take Europe, first. It is on its back. It has not been able to get up since it was knocked flat by the Great War. It has troubles innumerable, troubles of morale and of mind, political, social, economic, and financial troubles. Its center of gravity of power is uncertain.

Scarcely any nation feels sure, in the event of war, who *necessarily* would be its friend, who *might* be its enemy. Russia is incalculable. Poland's attachment to France is not so undoubted as it was. Alinements in the Danubian region are not predictable. Cautious critics avoid finality of statement with reference to even the possible line-up of Western and Southern Europe if a war should break out to-morrow.

All these conditions, as Washington estimates them, are a drag upon belligerency, make for peace. And others are noted. In 1914 *everything* was different. We just have remarked how highly fluid are European relationships to-day. Twenty years ago, they were relatively solid, the chief opposing forces definitely known, and firmly integrated. Europe was organically ready for war. *And her peoples did not know what war meant. They know now,* and about 500,000,000 of them do not like it.

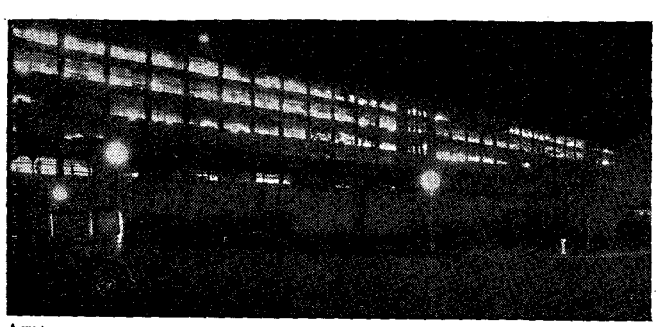
Consciousness of this popular feeling is not absent from the minds of statesmen, and statesmen are aware of the difficulty of war, even when their peoples' hearts are passionately in it. Aggression, in these circumstances, leaving entirely aside the antiwar treaties, is deemed almost out of the question, since the one recognized fundamental condition of successful war is the impregnability of the home front.

The Change Since 1914

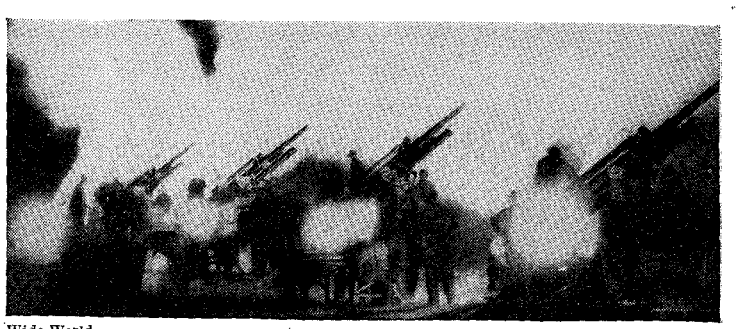
And there is the tremendous fact of the complete change, since 1914, in the pragmatic size-up of war—the change in what hard-boiled men *think* of war. Before it was tried out thoroughly, many of these men—ready enough to encourage in others patriotism *à outrance*—saw profit in it. German industrialists, for example—a very powerful element—saw profit in it. That element sees that profit no longer. It may be doubted whether it now sees profit in even a successful war. With European business men, German and other, surveying a stricken world, and concluding that war is an uncommonly bad horse to back, Washington surmises that peace is less insecure.

This capital witnessed what it expected when the peace-structure of Europe stood up under the shocks of the Dollfuss, Alexander, and Barthou assassinations. Europe was psychologically and technically ready for those shocks. Its peoples wanted peace; its governments were organized to move swiftly for peace; and, so, peace was just a little more secure after the assassinations.

One further peace-factor in Europe strikes the Washington imagination forcibly, and, sometimes, evokes a wry smile: no leader, nor any nation, over there descries the slightest likelihood, at this time, that aggression could win. After all, the despised peace-treaties *do* exist. And they are awkward things for anyone dallying



Acme



Wide World

Many industrialists no longer believe there is any profit in war—even from a successful war

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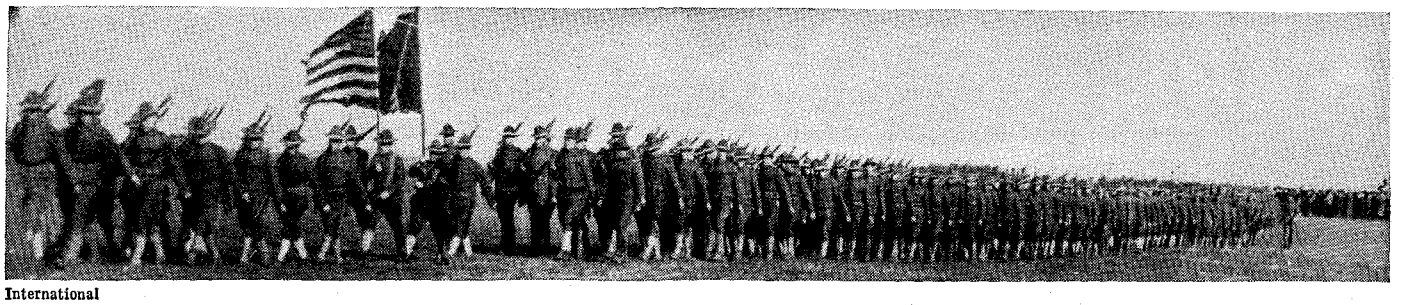

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with the thought of aggression. They mean, either actual machinery, or its moral equivalent. They mean, in other words, the certainty of rapidly-arrayed opposition, intangible undoubtedly, tangible possibly.

If the cynics say, "Anything done would be done out of fear, not out of respect for the treaties," Washington's reply is: "Just so peace is maintained, we need not worry overmuch about interpretations of motive."

Now as to Washington's way of thinking, on the basis of the facts it has, concerning the probabilities in East Asia, that vast testing-ground of the multitudinous non-aggressive Chinese, the restless, warm-water-seeking Slavs, and the short, sturdy, dour, death-scorning, expanding Japanese. There, too, barring the chapter of accidents, Washington regards peace as at least temporarily more likely than war. The Nanking Government is considered to be giving evidence of statesmanlike endowment—sagacity, patience, good temper, political realism.

War is not expected to be provoked from that quarter of the great Far Eastern theater. Russia, for the time being, is believed to be non-aggressive; the guess is that her preoccupation with domestic development and consolidation—not to mention possible ethical, legal, and rationalistic restraints—holds her heavy hand. Japan, at present, is conceived to be in a purely standpat posture, jealous of every foot of territory she has gained, bent upon a Manchukuo and Jehol of her own choice, stedfast for the dictum of the primacy of her responsibility for the peace of East Asia.

Well, if the short view of the world outlook, as it appears through Washington lenses, is not too disturbing, how about the long? It is called a hopeless riddle, laughing alike at our knowledge, our philosophy, and our prophecy. Future conditions, racial, national, moral, ratiocinative, are wholly indeterminable: we do not know what races or nations will flourish or fail, what sort of morality and thinking will carry the day.

Conclusion? That each national sovereignty, America particularly, from our point of view, must do the best it can to promote its own well-being, and to be prepared to strike down any alien assailant.

If you are looking for international neighborliness, go to Washington. If you are looking for international day-dreaming, for international ideology, it were well if you sought it elsewhere. Washington, in an international sense, is genuinely friendly, but emphatically realistic.

Acme

National Defense Expenditures

	1914	*1935 (Estimated)*
Great Britain	$368,220,000	$585,990,000
France	117,455,000	726,149,500
Italy	78,871,500	385,483,000
Japan	57,770,160	282,324,760
Russia	757,561,875	1,563,893,750
Germany	771,745,980	355,394,820
United States	244,600,000	711,500,000
Total	$2,396,224,515	$4,610,735,830

[*Note: The above was compiled from material contained in* Foreign Policy Reports.—*Editor.*]

It suspects that to arm certain Powers in the world to-day is to arm the *possibility* of aggression, while it thinks it knows that to arm America is to arm the *certainty* of non-aggression. It looks with utter disfavor upon the idea of allowing a reduction in America's relative fighting strength. As for President Roosevelt himself, it is permissible to say that he is in the mood of the mariner who loads his cargo with the hope of a fine voyage, but with the vivid realization of the possibility of rough seas.

Breakers in plenty are conjecturable, if not visible, ahead. For one thing, many influences are operative to diminish American prestige, and weaken American diplomacy. It has become a fixed idea in some quarters abroad that the American people have become immutably pacifistic, apathetic as to their rights and interests in the big world, too lazy, if not too proud, to fight. That hardly augurs well for tranquillity.

Then there are the depression, the economic and monetary confusion, 20,000,000 American citizens on the relief-rolls, an impression in some foreign countries that the United States is on the verge of a violent upheaval: these weigh upon America's good name overseas. And there are the vulgar and vacuous moving-pictures (condemned by every knowing man of decency), the exaggerated reports of crime, scandal, and corruption in this country, deliberate anti-American propaganda in both hemispheres, all conducing to a state of foreign opinion underlining the wisdom of seeing to it that the Republic has ample defensive fighting strength. None of these things escapes the notice, or fails to excite the concern, of responsible men in Washington.

Japanese policy is unmistakably one of the principal objects of American official attention. Its further unfolding is awaited with great interest. The practical implications of the Japanese "Hands-Off Asia" pronouncement stir deep curiosity.

Signs of large Japanese ambitions *seem* to emerge in her naval representations, so far as they are understood. Combative naval parity for Japan with Great Britain

(Continued on page 31)

Wide World

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To foreigners, America's industrial warfare and relief-rolls are significant tokens of the nation's unpreparedness

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President Preparing for Next Session of Congress

Tackles the Long Task of Drawing Up the Budget, and Working Out Elaborate Program Covering Many Subjects; Appoints Donald R. Richberg as His Special Assistant

LESS than two months hence, the Seventy-Fourth Congress will meet in regular session and the President will submit his budget for the fiscal year beginning July 1, 1935.

Last week he tackled the long, elaborate task of drawing the budget up, a task he probably will not complete until it is time for him to send his budget message to the Capitol. A long series of questions promptly demanded his attention as he started this formidable job of estimating government income and outgo. Among them were unemployment insurance, relief payments, taxation, business activity, low-cost housing, Federal salaries, and the price-level.

These subjects, brought up for consideration in a single week, again indicated the magnitude of a Chief Executive's job. They also suggested that there was sound sense in President Roosevelt's selection of a sort of special assistant, in the person of Donald R. Richberg, to relieve him of some of his back-breaking duties.

Last week, too, the President extended the code for the automobile manufacturing industry until February 1, 1935, and planned to investigate the possibilities of overcoming seasonal lay-offs and stabilizing employment in this industry. He likewise fixed at 5 per cent. the basic interest rate on home mortgages insured under the new Housing Act.

Among the many callers at the White House during the week was Senator Pat Harrison of Mississippi, Chairman of the Senate Finance Committee. Senator Harrison announced that his committee would meet late this month or early next month to consider unemployment-insurance proposals before the convening of Congress.

The Relief Situation

Relief requirements, Chairman Harrison intimated, will determine whether or not Congress will impose additional taxes in its next session. He recommended a change in methods of administering relief in rural areas, placing the emphasis on rehabilitation of the individual. "I would much prefer to give a fellow a mule and a piece of land and loan him money for implements and then let him pay it back with the proceeds of his labor than to give him direct relief," he said.

Something of the same sort is in the mind of the Administration. Last week, dispatches from Washington teemed with figures, often conflicting, on the plan to continue the Federal public-works program, which the President is preparing for submission to Congress. At best, the figures quoted were hardly better than guesses; it is not yet known how large the new public-works program will be. In all probability, however, it will feature low-cost housing. Stress will be laid both on slum-clearance and on establishing needy families on subsistence homesteads supplying much of their food and, if possible, grouped near industrial plants in which they can secure employment. Such homesteads, by making the needy self-supporting, eventually would tend to cut down the cost of direct relief.

Harry L. Hopkins, Emergency Relief Administrator, does not believe that the need for direct relief will be as great this winter as last winter, but does believe that it will rise from its present level as cold weather sets in. In the month of September, he reveals, about 16,650,000 persons were being supported wholly or partly by relief funds. It is chiefly the enormous cost of caring for these needy persons that is destroying hope of a balanced budget in the fiscal year 1935-36.

The activity of business is, of course, the key to the amount the Government can expect to raise through taxes and to the amount it must spend to alleviate the effects of unemployment. The Administration has been concentrating lately on methods of encouraging private business, and it hails with delight every sign that the business machine is gaining speed.

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—And Is His Face Red!

—Hutton in the Philadelphia *Inquirer*

"Whoopee!" exclaimed Secretary of the Treasury Morgenthau at the news that Henry Ford had raised his production schedule for 1935 to at least a million cars, a level which has not been reached since 1930.

"So far as the Ford Motor Company is concerned the depression is over," Mr. Ford said, and added: "Our experience during the last six months and what we see in the future tells us a year of improved business is ahead."

While most of the details of the new budget are necessarily uncertain, the President has made at least one of them clear. On July 1, 1935, the salaries of Federal officeholders will be restored to the levels of 1932.

Early in 1933, these salaries were slashed by 15 per cent., but Congress restored two-thirds of the cut in its last session and empowered the President to restore the other third when living costs had risen sufficiently to warrant it.

The President believes living costs are certain to increase in the first six months of 1935, and, indeed, has indicated his determination to drive prices higher and so make debt-paying less difficult. As a sign of his price policy, therefore, his announcement regarding Federal salaries is given an importance greater than it would seem to warrant on the face of it.

Richberg's Job

One Federal salary, that of Mr. Richberg, came in for wide-spread notice during the week. He has been receiving, and will continue to receive, $15,000 a year.

Hereafter his principal job will be that of Executive Director of the National Emergency Council, which absorbed the essentially similar Executive Council last week by order of the President and which includes both Cabinet officers and the heads of the principal recovery agencies.

"Donald Richberg is Number Two Man in the Government of the United States to-day," declared David Lawrence, Washington correspondent, commenting, in his syndicated column, on these changes.

Some other newspaper commentators took Mr. Richberg's promotion less seriously. "This event can hardly be considered of great importance," said the Baltimore *Sun*, "for the transfers of Mr. Richberg and the changes in the Emergency Councils have become almost weekly occurrences."

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Following Through With the News

Record-Breaking Flight: In a record-breaking flight of fourteen hours and fifty-nine minutes, Air-Commodore Sir Charles Kingsford-Smith and his navigator, Capt. P. G. Taylor, completed the last lap of their transpacific flight on Sunday, with a hop from Honolulu to Oakland, California. The flight began on October 20 when the pair flew 1,750 miles from Brisbane, Australia, to Suva in the Fiji Islands, reached the next day.

The second leg was undertaken on October 28 with the 3,150-mile hop to Honolulu, and the last lap was completed on November 4 with the 2,400-mile trip to California. The total flying-time for the distance of more than 7,000 miles was only fifty-one hours.

* * * *

Insull Testifies: Samuel Insull, former utilities magnate, testified in his own defense at his $100,000,000 mail-fraud trial in Chicago last week. Seeking to clear his sixteen codefendants, he assumed full responsibility for his companies' actions, admitted the transactions on which the Government based its case, but said that they were "honest mistakes."

* * * *

An Actor's Death: Lou Tellegen, once a matinée idol and known as "the perfect lover," stabbed himself to death with a pair of scissors at the home of a friend in Los Angeles. Friends said he had lost his health and fortune and feared insanity. He was fifty-two.

* * * *

Quintuplets Named: The Dionne quintuplets were baptized at a private service by the Rev. E. T. McNally, parish priest of Corbeil, Ontario, five months and two days after their birth. Their names are: Marie-Reine-Alma, Emilie-Marie-Jeanne, Cécile-Marie-Emilda, Annette-Lilianne-Marie, and Yvonne-Edouilda-Marie.

* * * *

NIRA's Validity: An early ruling by the United States Supreme Court on the validity of NIRA was made possible when Federal Judge W. I. Grubb of Birmingham, Alabama, held the act was unconstitutional and dismissed code-violation indictments.

* * * *

Bribery Charged: Bribes of $1,800 made possible John Dillinger's "toy pistol" escape from Lake County jail, Indiana, it was charged by Deputy Attorney-General Barce. One man was held and another sought.

* * * *

Sues for Ten Million: Ten million dollars was asked in two suits filed against the Pullman Company by Mrs. James Gardner Rossmann, ex-actress of Pittsburgh. She charged infringement of patents for improvements in railroad sleeping and parlor cars.

He Opposes Pools, but Quotes Odds, Takes Bets

To Jack Doyle, Broadway Billiard-Establishment Owner, Number Games Are Dishonest, and Lotteries Never Will Be Legal

Henry Fielding once called a lottery a "taxation upon all the fools in creation." Even so, three "fools" in New York—a housewife, a carpenter, and a candy-store assistant—managed to win $150,000 each last week on the Irish Hospitals Sweepstakes when their horse won the Cambridgeshire Stakes.

Jack Doyle

The total amount of money—paid out in varying amounts, according to the odds on the horses, and the tickets held — which went to Americans, was $2,542,000.

The possibility of winning something for nothing — or for very little—has caused Americans to bet regularly in many different schemes in addition to lotteries abroad. Regular betting on prize-fights, elections, yacht-races, football games, horse-races, tennis and golf matches, and many other events, do not form the whole picture by any means. That type of betting, and the lottery game, are supplemented by the popular number games, the policy racket, and many more.

In the number games, agents collect from a cent upward from persons who try to name the last figures in the total amount of money bet on three different horse-races. The chances actually are 999 to 1 against the bettor, altho the usual odds are 600 to 1. "Petty larceny," Jack Doyle calls it. Mr. Doyle, who owns a billiard-establishment on Broadway, New York City, possibly is the best informed man on betting in the country. To him these pools and number games are dishonest, and due for wide-spread exposure.

"They used to bet on the published clearing-house figures every day," said Mr. Doyle, "but the papers don't print them any more. But the race-track betting continues. There are all kinds of variations on this type of betting. Me, I stick to fights and elections."

Mr. Doyle is not a betting commissioner. He names the odds he thinks are reasonable, takes bets which he backs with his own money, then changes the odds in accordance with the principle of supply and demand. He laid twenty-to-one against Detroit's chances of winning the pennant, and took a sound beating on it. He picked the Giants to win the National League race, but recouped his losses on the Series.

In 1933, Mr. Doyle picked the correct order of finish in the National League, better luck than he had this year.

"I start the price and then developments regulate it," he said. "I made Carnera a strong favorite in the beginning, but had to shorten when an avalanche of Baer money came in. Baer was the actual favorite at the ringside at six-to-five, which is where I took the licking."

Some freak Doyle bets: Two-to-one that Babe Ruth would not hit two home runs in the Pirate-Yankees series. (This cost Mr. Doyle $1,600, since the Babe smacked a homer in the last half of the eighth of a crucial game with two strikes on him. Mr. Doyle was jumping up and down on a bench praying the wrong way.) On whether Christy Mathewson would pitch a ball, or a strike, in opening the Giants-Athletics series of 1911. On what batter would make the first hit in another series.

In the football pools, an agent gives a bettor a chance to pick four out of twelve games with six-to-one odds; five out of twelve at eight-to-one, and six out of twelve at ten-to-one. The games usually are tough ones, and these pools have fallen apart this year because of the many winners.

The difference between the number games, and the policy racket, is that in the former, the bettor at least knows whether he has picked winning combinations (such as the last three figures in the total amount of money handled on three picked races) while in the policy racket, winning numbers are drawn secretly at an unknown headquarters. Mr. Doyle scorns them all. "There is," he says of these games and the pools, "a killing percentage against the player."

Mr. Doyle is sure lotteries never will be legalized by the United States, despite growing demand for them.

Noted Educator Dies

Dr. Elmer Ellsworth Brown, Chancellor Emeritus of New York University, an educator for nearly fifty years and for twenty-two years Chancellor of that institution, died at his home in New York City last Saturday. He was seventy-three years old, and had retired from the Chancellorship last year.

The late Doctor Brown was a graduate of the Illinois State Normal University and of the University of Michigan, and did graduate work abroad. After serving as a public school principal in the Middle West and on the faculties of the Universities of Michigan and California, he was appointed United States Commissioner of Education in 1906 by President Theodore Roosevelt.

At the time of his death Doctor Brown was working on a history of American education. He was an ardent champion of a decent wage for teachers, an advocate of "sport for sport's sake," and a foe of Communism. He pioneered in introducing the teaching of business technique at New York University, and secured for the university wide financial and moral support from progressive business men.

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Labor Pushes the A. & P. Family Into the Spot-Light

The Descendants of George Huntington Hartford Hold All the Voting Stock of America's Largest Chain-Store System Which Had Threatened to Withdraw From Cleveland

SHADOWED by the Woolworth Building between two elevated lines in downtown New York stands a neat little store identified by a modest A. & P. sign. Just as recent Vesey Street excavations have exposed to the sun this birthplace of the country's greatest chain-store system, conflict in Cleveland last week pushed the Great Atlantic and Pacific Tea Company into the national spot-light.

Despite its imposing title, the company is a family affair in more ways than one. Householders among the 6,000,000 daily customers are well acquainted with the red-fronted stores scattered through thirty-five States and two Canadian provinces, but they might not readily recognize the name of Hartford. The 92,000 employees in those 15,100 stores know that it stands behind all orders and concessions that come from the central offices in New York. They know, too, that while all the voting stock of the system is owned by descendants of George Huntington Hartford, it is the management's desire that the 92,000 regard themselves as members of one great, happy family. That phrase runs through public statements made by A. & P. officials.

The intimate character of the organization kept details of its early history from the public for many years. In the middle of the last century, George F. Gilman, a leather dealer from New England, started a tea and coffee shop in New York. Later, with George Huntington Hartford as his assistant, he opened branches, and extended his stock to include baking-powder, and other staples.

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John A. Hartford

The two men spurred trade by offering premiums, and organizing housewives' clubs. They painted their stores vermilion, and embellished them with real gold-leaf. The band played in Vesey Street on Saturday night to let the people know about the Great American Tea Company. In 1869, when the Union Pacific joined the two oceans, the company adopted its more mouth-filling name. Two years later, Hartford traveled to Chicago with groceries to replenish the supplies destroyed by the great fire. From that point, the chain grew steadily to its present proportions. Gilman gradually yielded to Hartford, more serious and energetic, and finally relinquished control in 1878.

When Hartford died, in 1917, two sons already had firm hands on the enterprise.

THIS MARKET IS UNFAIR TO ORGANIZED LABOR MEAT CUTTERS LOCAL 73
THIS MARKET IS UNFAIR TO ORGANIZED LABOR MEAT CUTTERS LOCAL 73
NRA
THIS MARKET IS UNFAIR TO ORGANIZED LABOR MEAT CUTTERS LOCAL 73

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A. & P. butchers, on strike in Milwaukee, are shown picketing on the streets

John A. Hartford, now President, began filling ink-wells for his father at sixteen, on leaving high school. He is sixty-one. While John handles the public relations, George L. Hartford, sixty-nine, and Chairman of the Board of Directors, quietly and cautiously attends to finances. George had entered the business eleven years earlier by firing boilers, but it was the more picturesque younger brother who emerged as innovator and public figure. George travels little, and is rarely photographed, but John's genial face, framed by unruly iron-gray hair, and an equally unruly big bow-tie, frequently has appeared in newspapers, and magazines, as he goes from city to city, and tours abroad. John Hartford is a director of the Chrysler Corporation, the Guaranty Trust Company, and other concerns.

A brother-in-law, Arthur G. Hoffman, is an A. & P. vice-president, and two nephews, William G. Wrightson, and George D. Clews, are vice-president and treasurer, respectively. The only shares of common stock not owned by these five, and their immediate relatives, are those which employees have kept, or turned back into the market. Throughout boom and depression days, the Hartfords have refused to embrace outside capital.

In the company's best year, 1931, when 15,736 stores were operating, there was available to the family in net earnings, $34,950,776. For several years, sales exceeded $1,000,000,000 worth and from 1916 to 1933, $130,000,000, or 60 per cent., was put back into the business. Last year, the total sales were $864,048,257; total earnings were $33,249,108, and net earnings $26,542,772.

In August, 1933, when codes were being drawn up, the A. & P. shortened hours, and added 8,430 employees, increasing the pay-roll $200,000 weekly. John Hartford wired to Washington that he was "wholeheartedly in favor of the NRA."

Last week, John Hartford asked: "Is this the New Deal? How can a business man have any courage to go ahead?"

Many things had happened in that year. State and nation were piling up chain-store taxation, and sales levies. As they looked at their own rationalized industry, the Hartfords wondered about the planned economy in Washington. Altho they still sold general products, through the years they had done much to eliminate the middleman, and pass the profit on to the buyer. (Opponents claim that low salaries helped make the low prices easier.) Salmon on their shelves came from their own canneries in Alaska, canned milk from their dairies in Wisconsin, grocery lists from their printing-plant in Brooklyn.

Two weeks ago, John Hartford was called to Cleveland, where the company was doing a gross business of $20,000,000 a year, in its 293 stores, most of them leased on a one-year basis in accordance with a company custom. While there had been some labor difficulties in other cities, Cleveland was a sore spot on other scores.

When the city's resources failed, in 1933, the A. & P. did not offer credit to relief agencies, while other grocers did, to the extent of millions of dollars. When State and Federal funds arrived later, the relief agencies distributed their $12,000,000 purchases among the grocers who had come to their aid. Other chains and independents were offering stiff competition, altho New York officials insist that the situation was no worse in Cleveland than elsewhere, in view of general conditions.

John Hartford learned that seven affiliated unions of the Cleveland Federation of Labor were attempting complete unionization of his employees. Pointing to their union printing-shop in Brooklyn, union bakeries operated by subsidiaries in St. Louis and Kansas City, to the company Managers' Benefit Association, A. & P. officials say that they have never opposed organization of their employees. John

(*Continued on page 42*)

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Topics of the Day

It Just Depends On How It Is Said Everyone knows that it pays to advertise, but not everyone knows that the payment forthcoming depends on the nature of the advertisement.

Zada Spencer, of Kansas City, has found this out. She is the brave young lady who recently advertised for a job by describing herself as "unreliable, dishonest, lazy." Her references were poor, she said, and she wanted "short hours, big pay."

The response to this publicity was startling. More than 100 answers poured in on her, but it now transpires that they consisted of "wise-cracks," not offers of work.

Still, one wonders about this case. It is easy to say that her respondents took her at her word, but how many offers of work would have been hers had she described herself as reliable, honest, and industrious? At least, she got national attention, and many an advertiser has spent more for less.

* * * *

Senator Quezon And the Doctors Manuel L. Quezon, President of the Philippine Senate, may become President of the Philippines when the Government is organized next May. Now in America, he is recovering from an operation. Five days after the surgeon had finished with him, he drank to Philippine independence and American doctors in whisky.

Then he told this story on himself:

"When I left Manila the doctors told me I could drink nothing intoxicating. When I reached Java I saw a doctor, and he said 'a glass of beer would not hurt,' so I drank beer from Java to Paris. In Paris another doctor said, 'You should not drink beer; wine is the only thing.' So I changed gratefully to white wine. Then Professor Marion, the specialist, told me, 'You should drink only champagne, it is the only thing for you.' So I drank champagne for a time.

"Then I reached the United States and here my physicians tell me, 'Don't drink any wines and beers at all, whisky is the only proper drink.' And so now I drink to Philippine independence and the American doctors."

Senator Quezon is a gentleman and a scholar. He aspires to be a good judge of liquor.

* * * *

The Elements Of Advertising Do safety campaigns increase the number of traffic accidents? It seems hardly likely, notwithstanding the testimony to the contrary effect by Roy E. Steckel, Los Angeles Deputy Chief of Police.

"When I see a lot of 'Safety or Sorrow' bill-boards," he says, "I know trouble is coming." He points to a recent campaign to reduce traffic accidents during which "the [traffic] death-rate rapidly went up until it was 20 per cent. above 1933." Then, when the campaign ended, the rate "went back to normal."

Mr. Steckel deserves credit for his candor, and for his effort to get at the facts, no matter how they conflict with cherished beliefs. Nevertheless, he sounds far too pessimistic. Let him call any experienced editorial writer, advertiser, or press-agent into conference, and he quickly will learn where his error probably lies. These men know that the public's opinions and conduct can be influenced, and are being influenced, constantly, but that, in some instances, at least, it takes time. Frequently, there is a noticeable time-lag between the date when one of their campaigns is launched, and the date when it begins to show results. Usually the results appear, sooner or later, but they may appear in the period following the one in which they are expected.

It is inconceivable that Los Angeles drivers became more careless when they were warned to be more careful. But it is quite conceivable that they did not respond to the safety campaign until it had come to an end.

* * * *

George M. Cohan, Able, and Enviable Eugene O'Neill's drama, "Ah, Wilderness," starring George M. Cohan, played in the town of North Brookfield, Massachusetts, the other night, and the appearance proved to be a good thing all the way through.

It was good for the play, because it spelled good publicity; newspapers in cities far outside Massachusetts fairly ate up the details of Mr. Cohan's performance in a Broadway success in the town of his youth. It was good for the townspeople, because they had a good time, especially those who got into Town Hall—the rest clustered beneath loud-speakers outside. And, finally, it was good for Mr. Cohan, because North Brookfield idolizes him, and made that perfectly clear during the evening.

Not that Mr. Cohan never has known homage before. As a matter of fact, few men in the theater are more popular. But praise is sweetest when it comes from the people of one's home-town, who, as a rule, are inclined to be none too liberal with it. Many a man, making good in a big city, has returned to the scenes of his boyhood only to find that, as the old story goes, the first few persons he met didn't know him, and the next few didn't even know he'd been away. Many a man would give half the honors he has won elsewhere if he could make the folks in his home-town recognize him as something else than the snaggle-toothed boy who used to live up the road, and had all that trouble with his tonsils. Mr. Cohan, an able man, is an enviable man as well.

Passion for Truth A Sign of Genius? The late Thomas A. Edison's efforts to select the "brightest boy in America," one capable of following in the inventor's footsteps, are widely remembered. Now the Edison Memorial Foundation is thinking of taking the logical next step. As a tribute to the inventor, it plans to start a search for "the brightest boy in the world."

Needless to say, all parents of male children will wonder why the search should be extended outside their own doorsteps. To the satisfaction of his own father and mother, at least, each of these children has proved, time after time, that he is the very youth the Edison Memorial Foundation has in mind. For example, one can imagine the parents of Vernon Davis making claims for their own son with particular emphasis.

Vernon, the metropolitan press solemnly reported, heard his friends at the Deering High School, in Deering, Missouri, wondering how many feathers there were on a chicken. Instead of falling into futile argument over the subject, as other students did, Vernon killed a chicken, and set to work. Eventually, he had counted every feather on the chicken's body and is an authority on the matter. If this passion for truth, this scientific zeal, doesn't impress the Edison Memorial Foundation, what will?

How many feathers were there, you ask? Oh yes; 8,537.

* * * *

Stream - Lining For Santa Claus Latest word from Lapland, or wherever it is that the rotund, bushy-faced gentleman lives, is that Santa Claus has gone in for stream-lining. It is added, too, that his advance orders for his annual visit to this country amount to $200,000,000 in retail prices, an increase of 10 per cent., indicating that he has turned the corner on one runner.

Things have gone so well with him, in fact, that he has increased toy designs by 50 per cent., and made them more durable. The effect of the Union Pacific stream-line train is evident in the new styles. Velocipedes and scooters are stream-lined in "air-plane knee pants" effects. Baby walkers have stream-line bumpers, and sleds, too, are fashioned to reduce wind-pressure on the hills.

Industry, modernization, and building are represented in steel-composition and wood-construction sets. Young hopefuls will be able to show their skill in decorating and furnishing modern doll-houses, and the industrious will have looms, lithograph sets, printing-press sets and midget sewing-machines that really work.

The effect of all this, of course, will be to take the bulge out of pocketbooks, making them stream-lined, too.

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At the Observation Post

The Decision of the A. & P. Chain to Withdraw From the Cleveland Retail Trade Aroused National Nervousness Because of Labor's Attempts to Organize in a New Field

WHY should the strike against the A. & P. in Cleveland, and the company's decision to close all its stores there, have so set the nerves of the nation on edge? After all, local rows between the unions and a large corporation are common enough, and often have resulted in lockouts, and, even, in the permanent removal of business units. Hitherto, it has been the country's habit to regard them as a dog does fleas, with irritation, but, also, with a resignation.

Several explanations of the exceptional reaction in this case have been suggested in the press. The flare-up occurred within a few days of the elections. It challenged the President's plea, in his latest broadcast, for an industrial truce. It summarily added 1,900 workers to the ranks of the unemployed. It came as a shock to the business world on the heels of the Administration's carefully staged campaign to imbue it with confidence.

("It is tenable to say," in Mark Sullivan's opinion, "that apprehension over labor difficulties may be the largest of all the factors that now hold business back.")

But it is possible to wonder whether these reasons are the real meat of the matter. More deeply imbedded may be a feeling in the body politic, a premonition, that here was the opening gun in a conflict sure, sooner or later, to test both the labor movement, and the country's system of distribution.

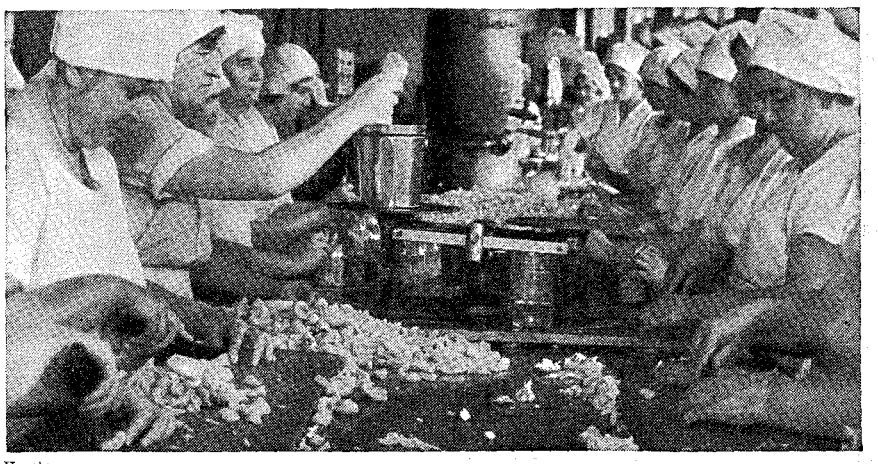
Growth of Retail Chains

The latter, it is needless to point out, has been modified profoundly in the last decade or two by the rapid growth of retail chains. The grocery chains already handle about one-third of the total business in their field, or, rather, more than two-thirds, if the so-called "voluntary" chains are added, made up of "independent" grocers who have combined in self-defense.

For several years, the A. & P., largest of all retail chains, has done an average gross business, in its more than 15,000 stores, of a billion dollars a year. The Kroger stores, next in size, with 5,000 or more units, gross something like $300,000,000 a year; the Safeway stores, a quarter of a billion, and so on down the list.

A rough estimate would put the annual business of the grocery chains, exclusive of the voluntary chains, at two billions and a half.

While these chains do a larger volume of business than those in any other category, their proportion of the total business available to them is smaller than in the case of the variety chains, which include the five-and-ten-cent stores, and their kind. Woolworth easily tops this list with something like 2,000 stores, and a turnover of approximately $300,000,000. At a guess, the variety stores do a gross business every year of a billion and a half or more than 50 per cent. of the total in their line.



Keystone

Interior of a meat packing-house: a cog in the machinery of mass-distribution as set up by the chain-store system

The drug chains do one-sixth of the estimated drug business in the United States; the shoe chains more than 50 per cent. of the shoe business. Other chains which have helped transform our whole retail economy are those concerned with cigars and tobacco, confectionery and soft drinks, men's hats and caps, automobiles, coal, wood, and ice, dairy and poultry products, electrical appliances and supplies, furniture and house furnishings, gasoline and oil, millinery, musical instruments, department stores, and restaurants. Altogether, of the $35,000,000,000 spent at retail a year by the American people the share of the chains must be 20 per cent.

This extraordinary development has come about principally because the chains have been enabled to undersell the independents. Oceans of propaganda, much of it politically inspired, have been devoted to refuting this point, and to inveighing against the chains as an antisocial menace which drives the local merchant to the wall, takes the money out of a town and weakens its civic fabric.

But, whatever the faults of the chain system, disinterested investigators have demonstrated fairly well that, on the whole, the prices it quotes do represent a substantial saving to the consumer over those which the small, less efficient independent feels obliged to charge.

How, otherwise, account for the chains' phenomenal expansion, which still is in progress?

They have provoked a stubborn, and, often, hysterical, popular and political resistance, expressed in many communities, and over wide areas, in heavy discriminatory taxation. Yet, they have continued to extend their conquest of the consumer.

But, now, there has arisen a new, and, possibly, a decisive, threat to their advance. The retail field, so long as it was chiefly characterized by myriads of small storekeepers, offered no inducement to labor organization. Such storekeepers staff their shops with members of their own families, or, at best, with a handful of hired clerks apiece. The employment is far too personal, and scattered, to yield the unions a foothold.

With the advent of the chains, however, the situation has changed. Their concentration of capital and management, their impersonal employment of thousands of specialized assistants responsible to one boss, has suggested to the unions a vast new territory for the introduction of collective bargaining. The Cleveland strike was notice to the world that the unions meant to make the most of it.

Possible Eventualities

So the question arises, will the unions succeed in imposing conditions on the chains which neutralize their present advantages in competition with the independents? If they do, certain eventualities of prime importance suggest themselves. The chains, already burdened with their struggle against the embattled independents, and their political allies, may fold their tents, as in the case of the A. & P. in Cleveland. Should such a movement take place, on any great scale, the retail business of the country would drop again into the lap of the small storekeeper. Good-by, then, to whatever savings the chains may have passed on to the consumer. Good-by, also, to whatever hopes of organizing the retail field labor may entertain.

From almost any point of view, the national nervousness seems justified.

W. M. H.

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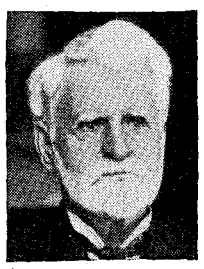
They Stand Out From the Crowd

Cathrine Curtis, pioneer among her sex as a radio financial commentator, talks to women twice a week over the American Broadcasting System in an effort to make them "tax conscious" and to "humanize and dramatize" finance. A knowledge of finance, she says, is as important as a knowledge of home economics. Born in New York, Miss Curtis attended school in Albany, and lived for a number of years on a ranch in Arizona. Her first stock-market venture, made when she was fifteen, netted eight points profit. "And that," she said with a laugh, "was my ruination." At the recent convention of the National Association of Women Lawyers, in Chicago, she was recommended for appointment to the non-member advisory board of the New York Stock Exchange. Miss Curtis is a large woman with smiling, gray-green eyes. Her hobbies are horseback riding, swimming, and collecting antiques.

Kirby and French

Dr. Ambrose Swasey was honored the other day by a group of the country's leading scientists for his work in establishing the Engineering Foundation. Starting his career many years ago in a New England machine-shop, with the late Worcester Reed Warner he organized the Warner & Swasey Company at Cleveland, a firm which has since built the mountings and observatory domes for some of the world's largest telescopes. He is Past President of the American Society of Mechanical Engineers, has been made a Chevalier of the Legion of Honor by the French Republic. He will be eighty-eight in December.



Acme

Gene Fowler describes himself as "an American peasant," born Eugene Devlan in 1891, on the west bank of Mullen's Mill Ditch, Denver, Colorado. His youth was filled with more than a normal share of escapades, after which he worked on several Denver papers, and then came to New York, where he was, for a time, managing editor of the New York *American*, and, later, of *The Morning Telegraph*. He has written several books, the most recent one being a biography of Mack Sennett, called "Father Goose," a story of the earliest days of the film industry.

Columnists

As They See Themselves

Sketch by Peggy Bacon

Heywood Broun—I was born in Brooklyn in 1888. Horace Mann in New York was my high school and Harvard my college. Failure to pass elementary French kept me from a degree. My newspaper work began while I was still an undergraduate. I am now in my twenty-seventh year of newspaper work. This has included reporting, rewrite, the copy desk, sports-writing, dramatic criticism, book criticism, and running a column. My only experience as an executive was one year as sports-editor for *The Tribune*. I paint a little for the fun of it, and have written three novels. Once I put on a cooperative show called "Shoot the Works," and acted in it. I also ran a free employment agency for a few months. Beyond my job [on the New York *World-Telegram*] the thing which takes up much of my time and enlists a large part of my enthusiasm is the American Newspaper Guild.

Mme. Slavko Y. Grouitch, formerly Mabel Gordon Dunlap, of Clarksburg, West Virginia, recently was elevated to an important place in Yugoslav court circles when her husband, former Yugoslav Minister at Washington, was named Marshal of the Court after Gen. Alexander Dimitriyevitch was dismissed from that post for failing to prevent the assassination of King Alexander.

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Huntington Cairns of Baltimore, lawyer, scientist and author, recently named first United States book censor, has the job of passing on the morality or immorality of books entering the United States customs. Young, ruddy-cheeked, and looking very serious behind his silver-rimmed spectacles, he is known as a liberal, and his friends say that no genuine literary work will suffer at his hands. A book which he wrote, "Law and the Social Sciences," will soon be published. One of his hobbies is chess. In a magazine article, Mr. Cairns told about an experiment to which he subjected himself for science.

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He took a rare drug and went into a semi-coma during which Johns Hopkins scientists played various types of music and noted his reactions.

Charles Louis Fuchs, five-year-old "Baby Samson of the Bronx," put on his regular birthday show for New York reporters a few days ago, capping it by lifting a ninety-pound bar-bell. Charles weighs fifty-one pounds, has a chest measurement of twenty-seven inches; neck, twelve and one-half inches; biceps, nine inches. At birth he weighed eight and one-half pounds. At the age of three he could lift a fifty-five-pound weight, and at the age of four, seventy-five pounds. His father, a gymnasium instructor, hopes that some day his son, whom he calls "a tough little egg," and "the apple of my eye," will be the strongest man in the world. Charles's mother says he loves cereal, eggs, cheese, butter—and spinach.

What's the Name, Please?

Angell—British journalist and economist—drop one *l: an'gel.*

Beatty—Earl and Admiral—as if spelled *bee'tee.*

Beauchesne—Canadian parliamentarian—as if spelled *bo'shane.*

Clwyd—Welsh baron—rimes with *fluid* or *Druid.*

ffoulkes—lecturer on arms and armor—drop everything but one *f* and say *fowx* (with no capital).

Gerhardi—British novelist—clings to tradition in saying *jer,* not *ger: jer-har'dy.*

—**Frank H. Vizetelly.**

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News and Comment From the National Capital

The Wisconsin Unemployment-Insurance Law, Basis of the Plan Which the President Will Propose to Congress, Is the First Statute of Its Kind in the Country

PRESIDENT ROOSEVELT, in deciding to proceed this winter with legislation for unemployment insurance, and, possibly, for old-age pensions, is taking a leaf from the book of Wisconsin. The

© 1934 NEA

1934 Campaign Nightmare

—Herblock for NEA Service

State of the La Follettes put into effect, this year, an unemployment-insurance law which is the first of its kind in the country. No sooner had it been put into effect than President Roosevelt drafted the head of the Wisconsin plan to draw up a plan for the Federal Government.

While there is tremendous interest in the plan the President will try to put through Congress, there is scarcely any opposition. Five years ago, the first suggestion of serious Presidential consideration of such advanced legislation would have put powerful lobbies on the march. The present receptiveness, like the bankers' truce with the President, is an important by-product of the depression. Moreover, the nation is getting used to more liberal proposals.

Altho experimentation was attacked in the recent political campaign, the Right Wing, at the approach of the sixth winter of the depression, is less easily frightened by social experimentation than it used to be. That the Federal Administration should be turning to Wisconsin, as a laboratory, recalls the jeers that the Wisconsin delegation invariably brought down upon itself in the Republican National Conventions of yesterday by its radical platform proposals, suggesting just such legislation as this that President Roosevelt seems ready to adapt to national uses.

The central man in the development of the Federal draft plan is Edwin E. Witte, Professor of Economics at the University of Wisconsin, who was in charge of a special bureau created in Wisconsin this last summer to put the State plan into operation. Surrounding him, as the President's Special Commission on the subject, are Secretaries Morgenthau, Wallace, and Perkins, and Attorney-General Cummings, every last one of them liberals.

The Wisconsin plan, in any event, is the basis of discussion—the starting-point for the Congressional committees which the President is asking to evolve legislation on the subject.

As a result, there is a big demand for detailed descriptions of the Wisconsin plan.

The State law provides that benefit payments equaling 2 per cent. of every employee's wage, salary, or other compensation, must be paid into a general State fund, or into private funds, under supervision of the Commission. The payments may not be taken out of paychecks, nor obtained by proportionate reductions in the rate of pay.

An employee who has worked for at least four weeks for one employer automatically comes under the law. All employees thrown out of work after July 1, 1934, receive unemployment benefits.

All pay under $300 a month is subject to the plan. If, during the year, an employee earns $1,500 or more, he is not eligible to benefits the moment he becomes unemployed. He must be unemployed for at least two weeks before becoming eligible.

Conditions under which employees lose their right to benefit include loss of work through misconduct, quitting without cause, and summer employment of students. Benefits are suspended if, during any period, the employee is out of work because of a

We'll Have to Carry More Than Just the Little End

—Knox in the Memphis *Commercial-Appeal*

trade dispute, a fire catastrophe, or acts of civil, or military, authority.

Benefits are terminated if the employee refuses "suitable" employment. In the case of total unemployment, 50 per cent. of the full-time weekly wage is the benefit payment. There is a maximum of $10 a week, and a minimum of $5. For partial unemployment, the beneficiary receives the difference between his part-time wage, and what he would receive were he totally unemployed.

In any case, benefits are limited to ten weeks of unemployment during a year. The law, altho admittedly experimental, and inadequate for extended periods of unemployment, is said to have received favorable response from employers in Wisconsin.

The President's Commission has found that many employers, realizing that the unemployment-insurance system is bound to prevail in some form, would rather have it on uniform Federal lines than risk the possibility of being put at a disadvantage in interstate commerce through a series of varying State unemployment-insurance laws. Something is sure to come of it in the session of Congress which begins in January.

DIOGENES.

The Promised Land

—Doyle in the Philadelphia *Record*

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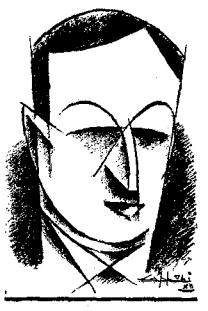
Chancellor *vs.* Vice-Chancellor in Austria

Schuschnigg and Storm Troops Are Credited With Victory Over Prince von Starhemberg and the Heimwehr in the Struggle for Power in the New Corporative State

IN the struggle for power in Austria's new corporative State, Chancellor Kurt Schuschnigg and his Catholic Storm Troops were credited with a victory over Vice-Chancellor Prince Ernst Rüdiger von Starhemberg and his Fascist Heimwehr (Home Guard), when, on October 31, twenty of the seats in the new State Council went to the Schuschnigg forces.

The Chancellor and the Vice-Chancellor have been "friendly enemies" ever since the formation of the new Cabinet after the assassination of the late Chancellor Dollfuss last July 25. The striking contrast of their characters has often been noted. One feature they have in common — they are both monarchist in their sympathies.



Prince Ernst Rüdiger von Starhemberg

—Caricature from *Il Popolo d'Italia*

Chancellor Schuschnigg at thirty-seven has been described as the most determined leader in Austria to-day—strong-willed, unyielding, uncompromising, even if highly magnetic. A lawyer of distinction and a war veteran of famous record, he was one of the closest friends and most intimate associates of the late Chancellor Dollfuss. Altho it has been said that so far he has not developed a public personality to anything like the same extent as his predecessor, he has shown himself to be a man both of action and of brains and is an eloquent speaker. His austerity and lack of expansiveness have not prevented him from gaining popularity among the people, except among the orthodox Marxian Socialists who have always hated him more than they hated anyone else.

"Firebrand" Prince von Starhemberg, leader of the Austrian Fascists, is on record as having stormed through the Austrian Chamber of Deputies in other days wearing a shooting-jacket, breeches, boots, and a sweater, in princely contempt for parliamentarian conventions. Tall, boyish-looking, tho now thirty-five, clean-shaven with deep-set narrow eyes, some English correspondents have called him the "Bonny Prince Charlie of Middle Europe." He owns nearly a quarter of a million acres in Upper Austria, including thirteen castles, mostly ruined. It was fortunate that his property is all entailed, according to some journalists, or else he might have mortgaged it and spent the money on his private army of 700 men.

All seats in the new Austrian State Council were filled by government appointments rather than elections, as a Vienna correspondent of the Associated Press pointed out. While twenty of the seats went to Chancellor Schuschnigg's group, Vice-Chancellor Starhemberg received only fourteen places.

Furthermore, most of the remaining fifteen seats in the new body, the most important of the organizations that will replace Parliament under Austria's new corporative State régime, went to members of the Fatherland Front, which also leans strongly toward Schuschnigg.

With Schuschnigg's forces holding the balance of power in the Council, it was said that Vienna recalled threats that had been voiced by Starhemberg and other Heimwehr leaders to take control unless the Home Guard was given a dominating position.

Another cause for concern was that police found quantities of arms and ammunition at a town fourteen miles from Vienna. This discovery was considered to bear out recent charges that enemies of the Government were rearming. The authorities confiscated 125 rifles, one machine-gun and ten boxes of ammunition, which, they said, they believed had been hidden by Socialists and Communists who recently combined to take common action against the Government.

Austria's new "Parliament"—the first the country has had since March 15, 1933—will be convened at the inauguration of the new corporative Constitution, drafted under the leadership of the late Chancellor Dollfuss as the basis of the new "Christian Authoritative Government."

A special demonstration against the Schuschnigg Government was prepared by Austrian Socialists to take place on November 12, which was "Republic Day" before the present régime abolished that festival. On that date, according to a Vienna message to the New York *Herald Tribune*, the Socialists were instructed to use none of the transport systems, burn no lights during a fixed period of three hours, and refrain from smoking. The tobacco industry is a government monopoly in Austria.

Kurt Schuschnigg

—Caricature from *Il Popolo d'Italia*

All true Socialists were urged to send, on the day preceding the demonstration, letters or telegrams with expressions of good-will to Karl Seitz, former Socialist Mayor of Vienna, now in a sanatorium.

The central problem before the Schuschnigg Government, wrote a Vienna correspondent of the London *Spectator*, was the conciliation of the industrial workers. Every serious observer knew, he added, that, altho the general strike was a failure, and, altho no one stirred in the Socialist quarters of Vienna on the day Dollfuss was murdered, the spirit of the workingmen was deeply hostile to the present régime.

Another point of conflict between Chancellor Schuschnigg and Vice-Chancellor von Starhemberg was the negotiations taking place between the Austrian Government and the so-called moderate Nazis, through a small committee composed of one government representative and four advocates of the Nazi cause. The chief obstacle to agreement between the two parties in consultation was said to be the Government's objection to the demand of the Nazis that they should be allowed to enter the Fatherland Front *en masse* under some such title as "German National Front."

The Czechoslovak Government was reported to be alarmed by the negotiations. The semiofficial *Prager Presse* declared that the Nazi terms amounted to the coordination of Austria and Anschluss.

Prince von Starhemberg in an address to Heimwehr members condemned the Government's negotiations with the Nazis.

Independent Austria

—*Kladderadatsch* (Berlin)

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The King of Siam's Abdication Weapon

Threat to Quit Throne Followed by Declaration of Willingness to Retain It If Government Knuckles Under to His Ultimatum

King Prajadhipok threatened to abdicate his throne, but almost simultaneously declared his willingness to remain King if the Siamese Government knuckled under to his ultimatum demanding withdrawal of a law curbing his royal prerogatives.

Since ancient times, it was explained by his secretary, the King of Siam has had the power of life and death over his subjects. When a prisoner was condemned to death the King's command was necessary before the sentence could be carried out. But the Siamese Government submitted to the National Assembly a law amending the King's prerogative in this respect.

The result was a long-range battle of 7,000 miles between the King and the Siamese Government regarding the constitutional relations between the King, the State Council, and the Assembly.

The reason why the King was 7,000 miles away from home at a retreat in Surrey, England, was that he was preparing for an operation for cataract of the eye. While the Government seemed antagonistic to the King, Bangkok press dispatches reported that the only wish of the Siamese people was to see the King return and reign over them after his eye-troubles had been cured.

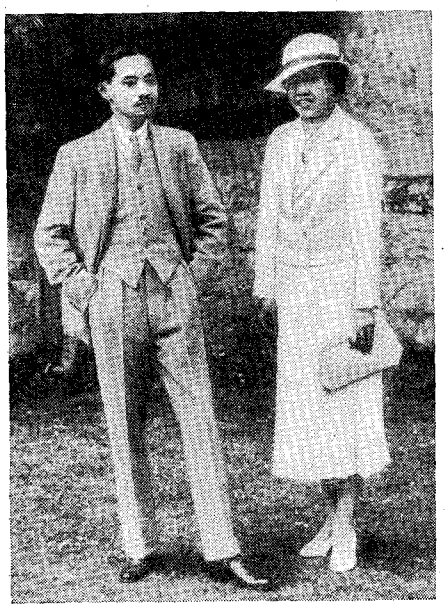
Until two years ago Prajadhipok, whose throne is one of the world's oldest, was the world's only absolute monarch. On June 24, 1932, Siam's absolute monarchy underwent a well-planned, smooth, and bloodless revolution. It was aimed at the Elders of the Royal House, of the Government and of the Army who opposed the King's plans to liberalize his régime. On June 29, 1932, the King signed a new Constitution declaring a limited monarchy, full franchise for the people, and an elected Parliament with full powers, to which the Ministers were to be responsible.

Living in England

Since that time Siam has experienced two or three revolutions and counter-revolutions, changing the King's status from that of absolute to that of constitutional monarch. King Prajadhipok and Queen Rambai Barni have been living quietly at Cranleigh, Surrey, England, with a modest entourage of one secretary and household servants. A successful operation on a cataract on one of the King's eyes was performed in June and renewed vigor came to him.

It was asserted at Cranleigh that the King did not believe he was justified in signing away all his prerogatives without a direct mandate from the people of Siam. At the same time his secretary announced that His Majesty had said: "I will not go back to Siam to be a dummy." This referred to reports that a regency council was in process of formation which would gradually strive for a more democratic Constitution with a mere royal figurehead.

The King's feeling was, according to his secretary, that he did not want to be a king who would not be a king because he had no part in the Constitution which is the established law of the land. The King's decision was that he might just as well abdicate and so he had told the Government. Meanwhile, Bangkok reports were to the effect that the Government was sending two trusted representatives to see King Prajadhipok in England to talk things over.



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King Prajadhipok and Queen Rambai Barni

In Japan the newspaper *Asahi* said that Japan was to attach great importance to the Siamese King's threat to abdicate because of the indication that Great Britain aimed at exterminating the pro-Japanese elements in Bangkok.

Official quarters, by which it was understood *Asahi* meant the Foreign Office, had received reports stating that the place [England] from which the abdication rumors emanated "permits the inference that a certain Power which has influenced the Siamese domestic situation has been again active in combating the strong sentiment in favor of cooperating with a certain Oriental Power to throw off the certain foreign Power's *de facto* control."

The talk of Siamese cooperation with Japan, wrote a Tokyo correspondent of the New York *Times*, dates from Siam's abstention from voting on the League of Nations' Manchurian resolution. The new Siamese Minister to Tokyo expressed a hope for closer relations on his arrival in Japan early last summer. Later the Government was reported to be considering removal of the embargo on Siamese rice.

(A personal sketch of the King of Siam appears on page 33.)

In Foreign Fields

Hsinking, Manchuria—The Manchukuo Government's announced intention to form a petroleum monopoly brought America and Great Britain in a line-up against Japan, providing the first test of whether the "Open Door" policy would be maintained by the Japanese-sponsored Empire of Manchukuo. As Great Britain followed an American protest against any Manchukuo petroleum monopoly, it became apparent that oil, fuel for war-ships as well as industry, was agitating rather than smoothing the troubled Pacific.

A spokesman of the Japan Foreign Office indicated, on Monday, to the United Press at Tokyo that the Japanese reply to the United States and Great Britain regarding the establishment of the Manchukuo oil monopoly would hold that it did not violate the traditional Far Eastern policy and that "Open Door" pronouncements were still valid.

* * * *

Berlin—A German retort to the trade boycott by American business was read in a communiqué of the Reichsbank last Saturday. The announcement canceled the conditional promise Germany made in the agreement reached at the transfer conference last May to pay foreign holders of German bonds, at their option, 40 per cent. of their interest claims in cash following a six-months' wait.

In the main the Reichsbank's communiqué was considered as striking at Americans, and a Berlin press correspondent recalled that the treatment of her American creditors by Germany had drawn numerous sharp notes from Washington. Most of them remained unanswered, and the answers given have been negative because of Germany's concern to improve her trade balance with the United States.

* * * *

London—The Labor Party's victories in England's nation-wide municipal elections on November 2 were so triumphant that it was felt they might indicate possible trends in the next general elections. Yet national issues were not emphasized in the campaign, which was fought out along local lines. Complete returns from the metropolitan London area and the 100 largest provincial towns showed Labor had gained 652 Council seats.

* * * *

Paris—France faced a momentous week in her internal history. Before it had ended, said a Paris correspondent of the New York *Times*, the Third Republic might be on the road to amendment of the Constitution so that the executive branch of the Government would have much wider power, or France might be headed for a party struggle which would not be likely to confine itself to oratory. The fateful period began with the reopening of Parliament on Tuesday.

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Farm Production and the Chemical Era

Now That Federal and Industrial Research Chemists Are Dealing With the Problem of Turning Crop Surpluses Into Fabricated Products, a Revival for Agriculture Is Foreseen

JAMES WATT started the industrial revolution in 1769 by inventing the steam-engine. In these times, a chemical process, in many respects analogous to that invention, possibly has launched a "chemical revolution" destined to have even more far-reaching results.

© Bachrach

Dr. William J. Hale

One expert who believes that this revolution soon is to bring about world-wide change is Dr. William J. Hale, research consultant of the Dow Chemical Company. In his book, "The Farm Chemurgic," just published by the Stratford Company, Boston, he gives significance to many relatively little-known processes for the industrial utilization of farm products recently developed by research chemists of the United States Department of Agriculture, Iowa State College, and other governmental and industrial institutions. The book has received the indorsement of the Chemical Foundation.

Doctor Hale believes that from the farms of the nation will come the raw materials of the chemical factories, instead of from mines, wells, and other irreplaceable sources. Rather than produce food almost exclusively, as at present, the farm of the future must devote a major portion of its acres to the raising of crops from which can be made, by synthetic chemistry, the nation's clothing, its structural and building materials, its fuel, and other necessities.

When that time comes, there no longer will be any need to worry about the falling income of the farm. There will be a scramble of city folk back to the soil. Profound changes in government, taxation systems, and economic structures inevitably will result. The chemical revolution will make a new world as surely as the industrial revolution made the old.

The chemical process which Doctor Hale considers analogous to the invention of the steam-engine was that of fixing nitrogen directly from the air, developed by Fritz Haber about 1903. The process did not have commercial importance, however, until 1913, when the Haber-Bosch plant at Oppau, Germany, began production of synthetic ammonia from hydrogen, and atmospheric nitrogen—nearly 7,000 tons annually.

This small plant made the World War possible, Doctor Hale believes, because it freed Germany from dependence on foreign nitrates. To-day, Germany can produce 1,000,000 tons of nitrates annually.

Nitrates are important in peace, as well as in war. They are of fundamental importance to plant-life; hence, the Haber-Bosch process makes soil-fertility simply a matter of extracting the necessary substances from the air, plus supplying adequate water. The soil thus may be controlled.

What this means in terms of the new "chemical economics can be visualized from the theory, not new with Doctor Hale, that the raw materials of the major portion of all objects used by consumers should come from the farm, and, as much as is possible, from annual crops. The oil, coal, and metal supplies of the world are limited, and ultimately will disappear. But, so long as the air contains oxygen, nitrogen, moisture, and carbon dioxid, there will be plants.

As a beginning, Doctor Hale suggests that internal-combustion engines be modified slightly in order that they may burn alcohol, or mixtures of alcohol and gasoline, as fuel. This would require only small changes in carburetor adjustment in most cases, and "a mixture of 10 to 15 per cent. anhydrous ethyl alcohol in ordinary gasoline adds markedly to the combustion properties of such gasoline." Twenty-one countries already have adopted this type of fuel, to some extent. In this country, extensive experiments with it have been carried on at Iowa State College, Ames, Iowa.

What would happen if only this one change were made in the American way of doing things? The necessary ethyl alcohol could be made from starch, extracted from corn at the rate of thirty pounds to the bushel. The twenty-six pounds of residue, mostly gluten and oil press-cake, would be adequate for live stock.

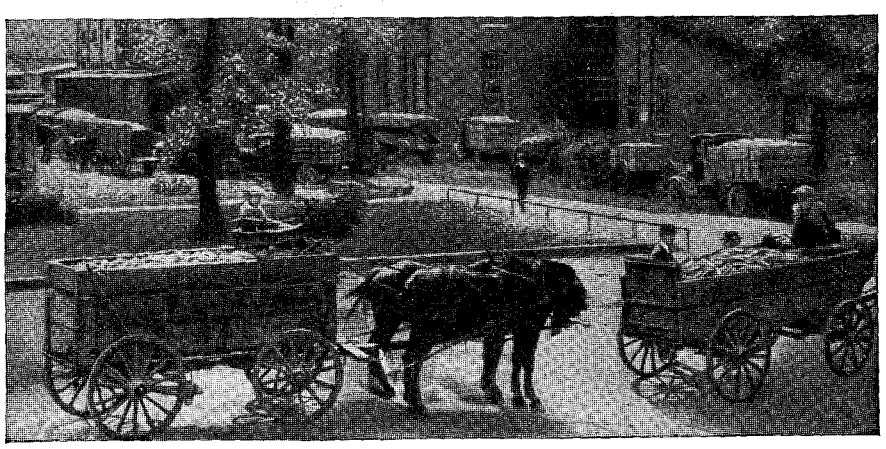
In this country, the annual production of alcohol is approximately 100,000,000 gallons; under stress, it probably could be doubled with the present equipment. But, with the addition of only 10 per cent. of alcohol to gasoline, 1,600,000,000 gallons of alcohol would be required. This would mean building ten times as many alcohol plants as are in operation, and the fermentation of 700,000,000 bushels of corn. If the amount of alcohol added to gasoline were to be 50 per cent., 4,000,000,000 bushels of corn would be needed every year, or almost double the present crop.

This is only one of the possibilities for the immediate future foreseen by Doctor Hale. Another is the replacement of many metal machines, and parts, by synthetic plastics, such as bakelite. These plastics could be derived cheaply from farm crops. Parts for automobiles, such as steering-wheels, horn buttons, and timer-cases are made from them. Cloth, impregnated with plastics, can be built up to form laminated sheets of great strength, resistant to corrosion, and needing no paint, or other surfacing. Tubing made by the same process, especially if one layer is of thin metal, approaches steel in strength.

These triumphs of chemistry are rivaled in interest by other developments, now in experimental stages. The United States Department of Agriculture recently developed a process for making starch from sweet potatoes, the second-largest vegetable crop grown in the United States (the white potato crop stands first). A plant financed by the FERA is being constructed at Laurel, Mississippi, and is expected to begin operation in the near future.

The Industrial Farm Products Division of the Department has helped develop processes for the production of building and insulation boards from straw and bagasse (dry refuse of sugar cane) which are being used commercially. Processes for making the same products from corn-stalks have been developed, but have not yet reached the commercial stage.

Among the processes still in the experimental stage, but near completion, are the manufacture of alcohol from corn-cobs, and similar material, xylose (a kind of sugar) from rice-hulls, fuel and illuminating gas from farm wastes, and the production of alpha cellulose from bagasse.



Courtesy of Commercial Solvents Corp.

Farmers delivering corn at a Terre Haute factory

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Nursing Is Emerging as a Profession

An Analysis of the Training-School Problem Is Expected to Bring About Improvement in Economic and Professional Status

Like the allied professions of medicine and surgery, nursing is going through a course of profound self-examination. The depression, overcrowding, and other causes, have contributed to the difficulties in which nurses find themselves. They also are beset by the system of training, common in this country, under which many hospitals maintain nursing schools, the chief purpose of some of which seems to be the exploitation of student nurses as cheap help.

Dr. May Ayres Burgess

This was forcibly called to public attention recently when the Committee on the Grading of Nursing Schools, composed of representatives of leading medical, public health, and nursing organizations, and directed by Dr. May Ayres Burgess, made its final report. The troubles of nursing began long before the depression, the report pointed out. Since 1900, the population of the country has increased 62 per cent., but the number of trained nurses has increased 2,374 per cent. The census of 1930 disclosed that there was one graduate trained nurse for every 424 persons of the general population.

The reason for this rapid growth was not the great demand for nurses, but, rather, the system under which many hospitals, some of high standing, have operated nursing schools, the main object being to fill their staffs with student nurses whose labor cost nothing but the outlay for food, lodging, and teaching service.

Such schools attract great numbers of able and intelligent young women because, while the hours are long, and the work often sheerest drudgery, this kind of professional education offers not only training, but an opportunity for the student to maintain herself while studying.

The inevitable result is that, upon graduation, the majority can find no employment in hospitals. Their places are immediately taken by new student nurses. As trained nurses on a free-lance basis, there is too little work in most localities to support them.

Moreover, schools thus operated as labor agencies for hospitals often turn out inadequately trained nurses, the report indicated. The training received often is of a special kind adapted only to the needs of that particular hospital's practise, or is given by "instructors" who are themselves inadequately trained.

"Fundamental improvement in nursing education is a vital essential for the health of the American people, and presents, perhaps, the most important opportunity in the whole field of American education," the committee concluded. Student nurses must no longer be exploited; nursing schools must be operated as educational institutions. They must cooperate with hospitals for training purposes, but should have their own management, and their own budgets, and must be animated by professional ideals.

In order to improve nursing schools, and the professional standing of trained nurses, a compulsory licensing system, to be administered by the State, was suggested. At present no State has such a compulsory system. The committee also recommended that hospitals, for their own good, employ trained graduate nurses, such nurses obviously being better than the best student nurses.

The report did not touch on the question of health insurance, or socialized nursing care, but these questions are being discussed among nurses, with special reference to the place of the nursing profession in the various insurance plans now being tried out, or suggested.

Most of the hospitalization-insurance plans fail to consider nursing fees, except as part of the necessary cost of hospitalization.

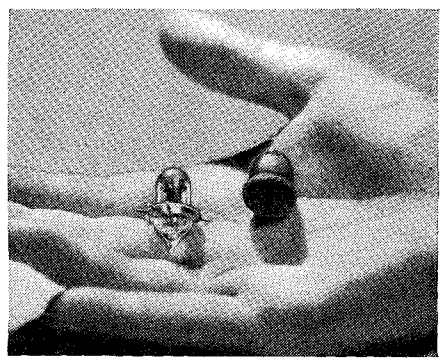
Tho nurses justifiably have considered themselves members of a trained and organized profession, comparable with that of medicine, hospitals often have chosen to treat them merely as hired help. Physicians, too, have revealed this attitude, frequently regarding the nurse as little more than a trained servant, engaged to carry out their orders.

Safer Grade Crossings

A new type of highway railroad-crossing protection, consisting of barriers which rise up in the roadway, fifty feet from the track, and positively bar the passage of motor-cars fifteen seconds before the train arrives, is being experimented with at several crossings in the Middle West, according to *Railway Age*.

Science Snap-shots

Development of tiny radio tubes no larger than an acorn foreshadows the advent of pocket radio sets the size of prayer-books, it was predicted recently by Dr. Orestes H. Caldwell, former Federal Radio Commissioner. Such tubes already are in



R.C.A. Radiotron Company

production; the example shown herewith is that announced recently by the RCA Radiotron Company.

* * * *

24,400 Miles a Second: Milton L. Humason, astronomer at Mt. Wilson Observatory, has discovered a distant nebula with the apparent velocity of 24,400 miles a second, or more than one-eighth the speed of light. It is the brightest of a cluster of 100 nebulæ recently found in the constellation Bootes.

* * * *

Robot Calculator: Dr. John B. Wilbur, of the Massachusetts Institute of Technology, has announced the completion of an automatic calculating-machine capable of solving simultaneous equations involving three unknown quantities. It is of special value for problems which engineers encounter in designing wind-bracing. Doctor Wilbur is making a more elaborate one, capable of solving simultaneously for ten unknowns.

* * * *

Influenza Serum: An anti-influenza serum, produced from horses, has been announced by Drs. C. H. Andrewes, P. P. Laidlaw, and Wilson Smith, of the British National Institute for Medical Research. The scientists also announced in the British medical magazine, *The Lancet*, the discovery of a method of giving influenza experimentally to mice, a procedure which will aid research greatly.

* * * *

X-ray Movies: The use of the newly-developed X-ray motion-pictures in medical examination, and diagnosis, was described last week before the Society of Motion Picture Engineers in New York by Dr. Robert F. James, research physician of the Westinghouse Lamp Company. X-ray movies seem to bring the organs to life on the screen, and enable physicians to give leisurely study to the movements of the heart, kidneys, and other internal structures.

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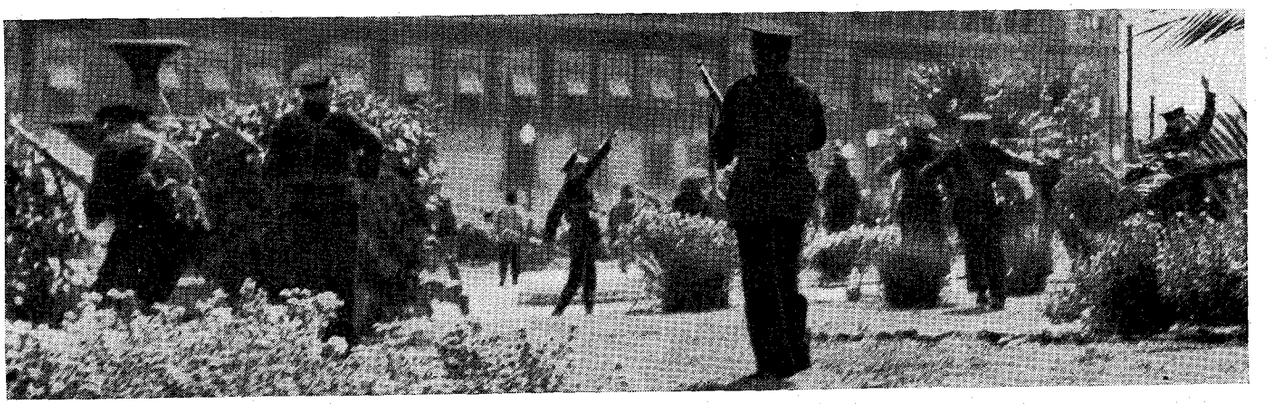
Mexico Revives Its War on Religion

The Mexican Federal Government Plans Complete Secularization of the Schools, Confiscation and Nationalization of Churches, and Expulsion of the Clergy



Acme

Loyal Catholics, demonstrating against the Mexican Government's antireligious program, are scattered by a police rifle-barrage

LENIN, Lucifer, and Satan are the names of the three sons of Gov. Carrido Canabal of the State of Tabasco, Mexico. This indicates the extent to which official Mexico has gone in discrediting religion, and creating an atheistic State.

The immediate program which the Federal Government has set itself is the complete secularization of the schools on a so-called scientific basis, the confiscation and nationalization of churches (already under way), and the expulsion of the clergy. The edifice which the Catholic Church has set up is to be completely destroyed. Gen. Plutarco Elias Calles, Chief of the Revolution, is acting as the destroying angel.

The Effect of Propaganda

The antireligious fever, fanned by government propaganda, came to a climax on a recent Sunday when 200,000 government and labor groups, organized by the Government, paraded in Mexico City to demonstrate approval of the Federal policy. All business, except hotels, was closed.

Air-planes dropped government propaganda by the tons, and its influence was seen in the banners on which were inscriptions such as: "We demand socialistic education to escape from the slavery of capitalism." "We seek the return of all priests to their home, which is the Vatican." "Socialistic education means freedom from Catholic oppression."

President Abelardo Rodriguez and his Cabinet reviewed the parade from a balcony of the National Palace, while President-elect Gen. Lazaro Cardenas viewed it from the headquarters of the National Revolutionary Party, from where he broadcast a speech in which he declared the time had come "to prepare future generations for a new life and outlook."

Some of that "new outlook" is said already to have been given to school children in demonstrations which would revolt and appal any mind above the Rio Grande. At the same time, loyal Catholics held a counter-demonstration by making a pilgrimage to the shrine of the Virgin of Guadelupe, but they were under strict supervision, and allowed to march only in small groups.

The situation is expected to reach a crisis when President Rodriguez acts on the resolution of the Chamber of Deputies to expel all Catholic Archbishops and Bishops. In speaking for the resolution, several Deputies urged the creation of an atheist State by abolishing all religion.

"We must open the minds of the people by teaching them to see the world in the light of science," said Deputy Luis Enrique Erro, who had introduced the resolution to drive out the Catholic hierarchy. "We can not do this while the Church makes them believe in God. We must tell them that God is a myth, a word, a grotesque thing."

The answer of the faithful in Mexico City was a hurried mass confirmation of children by Archbishop Diaz before his expected expulsion.

Student meetings protesting against the Government's program were suppressed harshly, and scores of people were reported to have been killed in the various flare-ups over the country. The National University, in Mexico City, and the universities at Monterey, Guadalajara, and Saltillo were closed, tho the National University was permitted to reopen after a few days on the promise of the students to refrain from mixing in politics.

To lend color to their charges against the Catholic Church, accusations of conducting seditious propaganda have been brought against Archbishop Pascual Diaz, Roman Catholic Primate of Mexico. In a formal statement, the Archbishop, who is a native Mexican Indian, has denied the charges, and said that neither he nor his subordinates would counsel resort to violence against the Government.

The situation was aggravated when Ambassador Josephus Daniels was drawn into the dispute. American Catholics charged him with sympathizing with the Mexican Government's program for secularization of the schools in a speech he delivered to a seminar of American students calling at the Embassy last summer.

In a telephone conversation with Acting Secretary of State William Phillips, Ambassador Daniels said that he merely had commended universal education, and had no idea that his address would stir up a controversy.

History of the Quarrel

The present quarrel goes back to 1857, when Church and State were separated, religious orders suppressed, ecclesiastical property confiscated. From 1877 to 1910, when Diaz was President, these and other antireligious laws were not enforced. The Constitution of 1917 enacted further repressive measures which were enforced strictly. In 1926, President Calles ordered all churches closed, and all priests who would not regard themselves as government agents were banished.

Led by Bishop Diaz, now Archbishop, 25,000 priests left their churches, the doors of which were not reopened for three years. A series of negotiations aided by the late Dwight W. Morrow, then Ambassador to Mexico, resulted in a peace-pact approved by the Government, the Vatican, and the Mexican hierarchy.

The controversy was reopened in 1931, when the Mexican Congress passed a law limiting the number of priests in Mexico City to one for every 50,000 persons. After one Mexican prelate had been expelled forcibly, Archbishop Diaz, on the advice of the Pope, accepted the law, and services were resumed. The "armistice" came to an end in the determination of the Revolutionary party to destroy the Church.

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An Epic of Relief

An epic of relief that doesn't grow tiresome from repetition is that written annually by the Rockefeller Foundation, a philanthropy that operates on a universal scale. Again, as the yearly report shows, its kindly hand reached into all parts of the world in 1933, spending a total of $9,890,806, to help people in both Americas, Asia, Europe and Africa. The money was used in furthering public health, the medical, natural, and social sciences, the humanities, and for emergency purposes.

Because of the economic, social, and political stress in most parts of the world, the work of the institution was vitally changed in scope. "A foundation dedicated to the welfare of mankind, and which has conceived its functions in the broad as aid in the process of rationalization of life," said Dr. Max Mason, president of the institution, "can neither remain indifferent to pressing current problems, nor relinquish the support of the fundamentals on which, in the long run, the control of man's destiny depends."

In its work for 1933 the Foundation was conscious of both types of needs. It made studies providing for concurrent appraisal and studies furnishing a factual basis for improved planning of important sections of the recovery, relief, and reconstruction program. It provided funds for eminent European scholars, exiled for political reasons, and contributed toward their salaries as teachers in American schools and universities. It provided funds for studies in psychiatry, public health, preventive medicine, and medical research, from which all mankind will benefit.

In the field of international relations, grants were made for various foreign and domestic organizations, all looking to a study of common problems. In a general program aiding the social sciences as a whole, support was given to twenty institutional centers in the United States, Canada, Europe, the Near East, and the Orient. In short, as an agent of humanity, the Rockefeller Foundation wars on ignorance, poverty and disease.

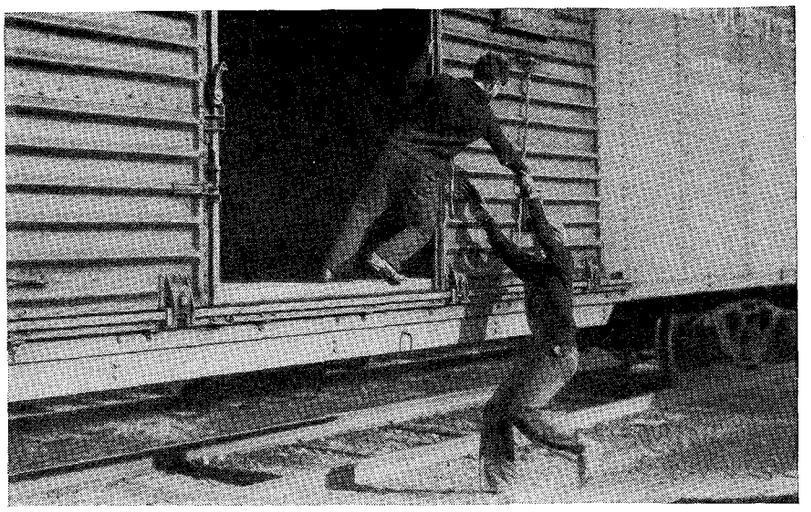
Grenfell Will Carry On

Nearing three-score and ten, Sir Wilfred Grenfell has decided that he is "getting too old to drive a dog-team," and, henceforth, must take things easy. That does not mean that the man whose name is synonymous with Labrador definitely has ended the task he set himself more than forty years ago. He still will be the driving-force behind the International Grenfell Association, and Labrador still will see his familiar figure, now and again.

What he has done to ameliorate conditions of life in that bleak coastal land would be long in the telling. It was his literal interpretation of the words uttered 2,000 years ago: "Inasmuch as ye have done it unto the least of these My brethren, ye have done it unto Me."

Youth Meets on Its Eternal Quest

The Younger Generation Pours Out Its Tragic Story at a Conference, and Hears Good Advice From the Elders



Wide World

Family disintegration, as evidenced by the "millions of young people who have taken to the road in box-cars," is the gravest problem growing out of the depression

As a mother, Mrs. Franklin D. Roosevelt can appreciate the plight of youth staring dumbly at a wall raised between them and opportunity. At the Youth Today Conference in New York, she sat patiently listening to a tragic story poured out by a number of the younger generation whose hopes have come crushing down under the weight of the depression. With her in the listening group were Prof. Harry Allen Overstreet, head of the department of philosophy of the College of the City of New York; Newton D. Baker, hard-working Chairman of the 1934 Mobilization for Human Needs, under whose auspices the conference was held; Dr. Daniel A. Poling, President of the International Society of Christian Endeavor, and Miss Ida Tarbell, author.

Those gathered for the conference, which turned out to be a trial of the older generation, represented the Boy and Girl Scouts, Camp Fire Girls, Catholic Youth Movement, Jewish Welfare Board, Boys' Clubs of America, Y.M.C.A., Y.W.C.A., and the Federation of Settlements.

The young people ranged in years from eighteen to twenty-seven. They answered questions under five headings dealing with jobs, recreation, friendship, ethics, and citizenship. Theirs largely was a story of frustration in a world which had not enough jobs to go round, in which there was little hope of early marriage, in which communism, which they appeared only vaguely to understand, offered the only chance to fashion some happier scheme of life. It was youth on its eternal quest.

The older group heard their generation severely criticized, but the whole room laughed when Frederick S. Phillips, of Columbia University, burst out with: "Maybe there is no way out for us. Maybe we've got to buckle down, and become like you. That's not funny, either. We don't condemn you people. We think maybe you've been shunted off on the wrong path."

Communism was freely recommended by several. "Greed, envy, ambition, and lust," said Paul H. Toneman, representing the Boy Scouts, were the four evils underlying the world which could not be eliminated while the profit system lasted.

The young people were discouraged at the outlook for marriage and home. Birth control, job insurance, and better housing, they thought, would help. Philip Schatz, representing the Boys' Club of New York, advocated unemployment insurance, a Government guaranty that jobs would last, and subsidy of marriage. "Many are not getting married because they realize the futility of raising a family, and, not being able to support it," he said. "So I advocate birth control information. I also believe the Government should encourage marriage by subsidizing it, as foreign Governments do."

Mrs. Roosevelt replied that foreign Governments subsidize marriages, not to promote family life, but to provide more soldiers. "Have you ever thought what it would cost in taxes to give you all these guaranties you are asking?" queried Mrs. Roosevelt. "I'm not saying I am against them. I merely call your attention to the fact that some one would have to pay for them in taxes."

"No," replied the boy. "I never thought of that. My father doesn't pay taxes, and I never expected to." But Mrs. Roosevelt explained that everyone pays indirectly.

The discussion gave a text to Mr. Baker, who realized that the disintegration of the family as evidenced by the "millions of young people who have taken to the road in box-cars" is the gravest problem growing out of the depression.

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In Person, and Not a Motion-Picture

"Personal Appearance," a Comic and Crucifying Thrust at the Empresses and Near-Empresses of the Screen, Becomes the First Authentic Hit of the New Theater Season

IT is the unforeseen, and magic, combinations of the theater which produce its successes, frequently fusing a hit out of the most inconsequential of fables. Thus, in the new season's first roaring comedy smash, it was the combination of a shy young dramatist, and a shrewd actress, which turned "Personal Appearance" into an overnight sensation. They had one thing, and one thing, only, in common: both thought Hollywood was something to be avoided, like mumps, or mortgages.

The young dramatist, snug in his Bradford, Pennsylvania, cottage, once had been summoned by the commanding finger of Hollywood, and, being snug, and being smart, had disdained the call, refusing to be whistled up like a bird-dog. The actress, having passed a summer before the cameras, violently against her will, and common sense, was convinced, with an unshatterable firmness, that all Hollywood was divided into three parts: stucco, vinegar, and idiocy. Together, one writing, the other acting, they have certified their contempt in three hilarious acts of a play which drips acid.

The Result Is Obvious

The inevitable result of such a conspiracy to deflate the ego-center of the world is obvious: both the dramatist, Lawrence Riley, and the actress, Miss Gladys George, virtually have had to employ the Marines to beat away the Hollywood supplicators, who, morning, noon, and night, haunt their two doorways, and beseech them to bring their savagery to the Colossus of the West, intact, unredeemed, and for a sum-of-hire too awesome to repeat in print. Indeed, so frantic has become the film demand for their services that Miss George no longer will order orange juice for breakfast, lest a smuggled cinema-agent leap out at her from the glass.

"Personal Appearance" is a first play by Mr. Riley, who must, it is only sensible to think, have encountered a screen star on tour, else he could not have written such an impious, elegant, comedy. Whoever that traveling actress may have been, Miss George, when done, leaves her nothing for which to be proud. When, at the smacking end of Act 3, Miss George has done with her, the pretty creature has been flayed, crucified, quartered, and left deflated. Miss George, no doubt seething with the quinin-flavored memories of her summer on the Gold Coast, goes to work upon the character of *Carole Arden,* and leaves that silken dolly of Beverly Hills prostrate on the ropes.

Mr. Riley's anecdote is remarkably simple: The *Arden* figurine, motoring indolently through Pennsylvania on a personal-appearance tour, is majestically vexed when her $20,000 imported motor, a shiny vehicle of freight-car proportions, breaks down between Scranton and Wilkes-Barre. She storms into a tourist-camp, determined to make all within ear-shot rue the miserable day they were born. Scarcely has she begun her tyranny, when, across her hungry vision, struts a blond, curly-haired, broad-shouldered youth, the local filling-station king, a brawny lad who fills her with unladylike thoughts.

Within half an hour, working the trickery taught her by dozens of motion-picture scenarios, she has the small-town Adonis fidgety with infatuation. That he is betrothed to an estimable young woman of the village is of no import to the *Arden.* But it is of vast import to the estimable young woman, and to the star's press-agent, who, among other tasks, has the obligation of preventing his charge from straying. Together they spin a plot to frustrate the quickest victory since Bull Run, and the basis for it is an infant's sweater being knitted for a neighborhood baby.

The Play's Major Jest

Waving this midget garment before his star, the press-agent bluntly asks her whether she could be so heartless as to come between a young couple at such a time. Remembering a renunciation scene from her last photoplay, the cotton-headed moron goes into her act, the only act she really knows, and gives up the boy.

Her car is repaired, and she is ready to purr out of his life forever, exalted momentarily by the knowledge of having performed a noble deed. Alas, a neighboring chit comes in to get the sweater, and take it to the baby. Stunned by the trick played upon her, the glossy *Miss Arden* looses the most crackling third-act curtain-line in the current theater.

It is not this which is the major jest of the play, however. The one which reduces every audience to helpless howls of merriment comes in the second act, when a village maiden, film-struck, says to the press-agent: "I'm going to Hollywood and take Joan Crawford's place," and that bored young man replies: "If I could count on that, I'd pay your fare."

Whatever else "Personal Appearance" may accomplish, this much it will do: it will prevent any member of its audiences from seeing a motion-picture star in the flesh.

("Letters and Art" continued on page 25)

The Ten Best Plays

(The plays in this list are the choice of this department, and are not necessarily the consensus. As more plays are produced, the list will be revised. The order of listing is alphabetical, and has no relation to merit.)

"Continental Varieties," a super-vaudeville in the European manner with Lucienne Boyer and Vicente Escudero starred. At the Little Theater.

"Conversation Piece," bland words, music, and lyrics by Noël Coward, with an exceptional performance by the beloved Yvonne Printemps. At the 44th Street Theater.

D'Oyly Carte Opera Company, London's own Gilbert and Sullivan troupe, direct from the Savoy Theater. At the Martin Beck Theater.

"Judgment Day," Elmer Rice's violent melodrama about a European dictator and his fanatical supporters. At the Belasco Theater.

"Life Begins at 8:40," a large, opulent, sprawling musical revue studded with beautiful scenery, girls, and clowns. At the Winter Garden.

"Merrily We Roll Along," a play in reverse, covering the years from 1934 to 1916 in the life of a dramatist. At the Music Box Theater.

"Personal Appearance," an impious, outrageous comedy debunking tours by film stars. The funniest show of the new season. At Henry Miller's Theater.

"Small Miracle," a melodrama, in the "Grand Hotel" technique, the action of which takes place in the lounge of a theater during the course of a play's performance. At the Golden Theater.

"The Distaff Side," a distinguished English play about the women in one family, and what happened to them. At the Booth Theater.

"The Great Waltz," a vast and costly operetta spending $500,000 to prove that the elder Strauss was jealous of his son. At the Center Theater.

W. B.

Miss Gladys George as *Carole Arden*

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THE SECRET

a million women told each other

EIGHTEEN VARIETIES

Cream of Oyster
Gumbo Creole • Beef Broth
Cream of Tomato
Vegetable • Clam Chowder
Cream of Mushroom
Bean Soup • Mock Turtle
Cream of Celery
Pepper Pot • Consommé
Cream of Asparagus
Scotch Broth • Onion Soup
Cream of Green Pea
Cream of Spinach
Noodle

SOME OF THE
57

© 1934 H. J. Heinz Co.

WHEN women found that rich, nourishing soups, equal in flavor to the finest homemade kinds, could be purchased in tins—the news instantly flashed from lip to lip. No woman could keep the secret. Every woman wanted to share it with friends and neighbors. Quickly the fame of Heinz Home-Style Soups spread across America.

Your family will enjoy these delicious soups—made in small, shining kettles by expert Heinz chefs. Men, especially, like Heinz Bean Soup, a hearty broth enriched with tasty bits of ham. On many occasions you may prefer Heinz Cream of Mushroom, Clam Chowder or others of the 18 kinds of genuine "home-style" soups.

All of these soups are prepared as you would make them at home—from fresh, luscious vegetables, choice cuts of meat and sweet, pure cream stocks. Each comes to you complete, ready to heat and serve. Call your grocer and have a generous assortment of Heinz Home-Style Soups delivered now.

HEINZ *homemade style* SOUPS

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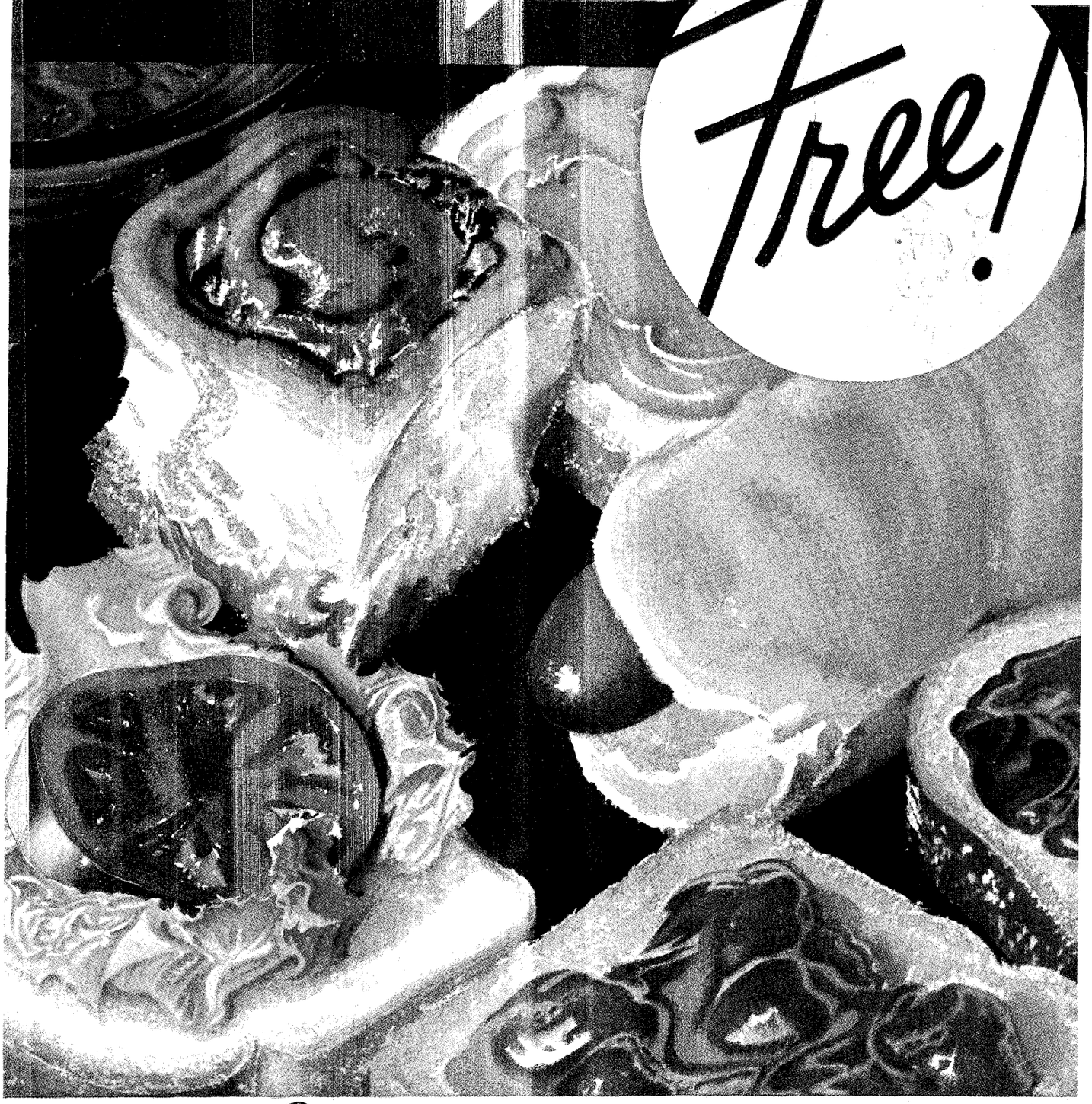
Schoolboys! Schoolgirls! Mothers!

$12,000

Free!



Bread ENERGY FOR Vitality!

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$500 CASH PRIZES

IN THIS EASY CONTEST WRITE A LETTER TELLING

"WHY BREAD IS GOOD TO EAT 4 TIMES A DAY"

2586 PRIZES 1ST GROUP | **5172 PRIZES** | **2586 PRIZES 2ND GROUP**

293 Prizes for Students Up Through 8th Grade

293 Duplicate Prizes for Mothers of Winning Students

Boys! Girls! Here's All You Do

Just write a short letter of 200 words or less, on Why Bread Is Good to Eat 4 Times a Day." hat's all you do! It's amazingly easy! As simple s A B C. And only boys and girls around your wn age are entering this contest. *Nothing to buy.* ust send in your letter as directed below.

Be Sure To Include This Reason

To win a big cash prize, be sure to mention this ason in your letter (in your own words): *Bread our outstanding energy food.* Bread, as your octor will tell you, is an excellent source of en- gy we need for work and play. In fact, the larg- st task of our food is to supply energy. Experts ay bread can well make up as much as 25% to 0% of the energy value of all the food we eat.

Many Other Reasons – Ask Your Baker

Here's how to find the other important reasons hy bread is good to eat 4 times a day. Just ask t your baker's or the grocery where your mother uys her bread for a free copy of the printed *cientific facts* about the food value of bread.

This printed matter is as easy to read as a story –just plain, simple, everyday facts that tell you xactly what to write. Read it carefully. And talk over with your parents, your teacher.

Nothing To Buy – Just Write A Letter

Then just write down how bread helps *you.* Tell your own words how bread helps you keep well ourished. How it "hits the spot" between meals, nd every time you're hungry.

Here's how you might start your letter: "For verything I do, I need *energy.* For walking to chool, getting my lessons, playing outdoors, even *eeping,* I need energy. Bread gives energy bundantly. It is an important part of my meals. nd nothing tastes so good when I'm hungry."

PURPOSE OF CONTEST

To insure that the young people of America, and their parents, know the truth about *bread, our outstanding energy food,* and the important part it plays in the sound diet—the scientific facts as accepted by leading nutrition authorities.

To give recognition to the delicious, wholesome, highly nutritious character of bread, and other baked wheat products, made with trained skill and scientifically developed equipment, by the Bakers of this country.

Your Baker announces this contest in your locality, and invites every schoolboy and schoolgirl to try for a thrilling cash prize.

A Fair Chance For Everybody!

LIST OF PRIZES

Same prizes given in both groups. Mothers of winning students receive duplicate prizes.

First Prize	$500
Second Prize	200
Third Prize	100
5 Prizes (4th through 8th)	$25 each
10 Prizes (9th through 18th)	10 each
100 Prizes (19th through 118th)	5 each
300 Prizes (119th through 418th)	2 each
875 Prizes (419th through 1293rd)	1 each

Complete list of winners, and prizes, will be mailed anyone who requests it.

1293 Prizes for High School Students In 9th Through 12th Grade

1293 Duplicate Prizes for Mothers of Winning Students

It's Easy To Win

Remember!—First ask your baker, or the grocery where your mother buys her bread, for the printed helps that tell why bread is good to eat 4 times a day. *Also ask for the handy entry blank.* Read all the printed helps. And read the simple rules. Then sit down and write your letter, in your own words. And be sure to send it in!

In selecting winners, the judges will give no advantage to "flowery" or fancy writing. Prizes will be awarded for the letters that give the best reasons and explain in the most interesting way "Why Bread Is Good To Eat 4 Times a Day."

Don't Pass Up a Worth While Cash Prize!

2586 boys and girls—many your own age—*will* win. But unless you *try,* you can't win. And remember, if you win, you win a cash prize for your mother, too! Get the printed helps, and an entry blank, today, at your baker's or the grocery where your mother buys her bread. Start right away on your letter! And don't think your letter won't be good enough. It may easily win a big prize. So *send it in!*

Mothers!

Your child can win. Urge him, or her, to enter this contest. It's amazingly simple. It's worth while—*educational.* Based on scientific nutrition facts. Here's a real chance for *your* child to win a thrilling cash prize. To win a prize for *you!* See that your child secures the free scientific information about the food value of bread. Ask for it now, at your baker's or the grocery where you buy your bread.

To win as much as $500 in cash or any one of 1293 cash prizes (duplicate cash prizes to mothers or guardians of winners) mail letter *before midnight, Monday, December 10, 1934.*

Copyr. 1934 by General Mills, Inc.

ASK YOUR BAKER OR YOUR GROCER TODAY ABOUT THIS EASY-TO-WIN CONTEST

RULES

Read all about the contest on these pages—also get printed lps from your baker or the grocery where your mother buys r bread.

Write a letter on "Why Bread Is Good to Eat 4 Times a Day" the entry blank, or on any sheet of paper. Write plainly, or pe (200 words or less). Sign your name, address, school, and ade—and have your mother or guardian also sign her name. ll grade and high school students may enter.

Only one letter may be entered by any one person.

Mail letter to "Bread Energy for Vitality" Judges, Minnepolis, Minnesota, on or before midnight, Monday, December , 1934. Judges are: Katharine Fisher of Good Housekeeping, atharine Clayberger of Woman's Home Companion, and Alice Blinn of Ladies' Home Journal. Decision of the judges in all matters pertaining to contest is to be considered final by all contestants.

5 Letter must be composed and written by the schoolboy or schoolgirl who signs the letter.

6 No letters can be returned. Prize winners hereby permit the use of their letters, and their names and addresses, in radio and printed advertising, by the sponsors of this contest. Winners will be notified by mail as soon as possible after contest closes.

No paragraph on this page, or on any of the official "Bread Energy for Vitality" printed helps offered by bakers or grocers, may be used, word for word, in any letter (unless that paragraph is only one or two sentences long, and has been included in a longer paragraph).

Think What You Could Do With $500!

You could buy an automobile or go to Europe. $100 would take you 5,000 miles on the train, buy you a fur coat or an outboard motor. For $25, you could get a brand new bike, a pedigreed dog or a typewriter. Lots of things you could buy with the other prizes, too . . . such as a toboggan, skates, new clothes, books, etc.

Every statement about bread on these two pages, and in the official "Bread Energy for Vitality" contest information offered by bakers and grocers, has been accepted by such noted nutrition authorities as Professor Lafayette B. Mendel and Professor E. V. McCollum. Also by the Committee on Foods of the American Medical Association, largest and most important association of medical men in the world.

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Two Tiny Islands, Blighted by Repeal

St. Pierre and Miquelon, Last Remnants of France's Vast Colonial Empire in North America, May Replace Their Lucrative Rum-Running Traffic With Tourist Trade

By Lewis B. Sebring, Jr.

SET in a protecting curve of the rugged southern coast of Newfoundland are two tiny islands, barren and rocky, which, in the past decade, have received far more notoriety than their total area of 93 square miles would seem to deserve.

They are St. Pierre and Miquelon, the last remnants of the once great French colonial empire in North America, for three centuries the North Atlantic base for the fisherfolk of Continental France, and, in recent years, the reputed source of much of the liquor smuggled into the United States during prohibition.

Wide World

A picturesque scene in St. Pierre

Repeal came, and the islands seemed destined for a return to the oblivion of a mere cod-fishing existence from which they suddenly rose in 1920, but, now, the United States Government hints unofficially that they again have become the base for a new rum-row which is springing up off the Atlantic Coast.

It may be true, but a visit to St. Pierre tends to disprove the allegation. The liquor is there, no doubt of that, in tremendous quantities, and for sale at unbelievably low prices, but, instead of regarding it as the source of another golden harvest, the people have come to look upon the immense stocks as a white elephant. America, it seems, never again is likely to be as good to St. Pierre as it was in the halcyon years from 1920 to 1930.

Instead, St. Pierre and Miquelon, shaped geographically like a question mark, have become the symbols of a great question in the minds of the quiet, kindly folk who inhabit the land:

"What of our future?"

Times have changed, and the people have changed since the happy days before the World War when fishing off the Grand Banks was the sole occupation of the Perrais. Visits from their Continental kin have become less and less frequent, as great steam-trawlers from France come to the Banks without stopping at St. Pierre, and return in the same way. Modern fishing methods have supplanted the ones to which the Perrais are accustomed, and they are the losers, tho they still have their old boats and equipment.

More serious than that is the change in the people. Prohibition utterly spoiled them, with its easy money and thrilling adventures. Thousand-dollar bills flowed into their homespun pockets like water, and flowed out again as easily. How could anyone resist the temptation of making as much in a week of rum-running as he previously had made in a year of cod-fishing?

Then repeal. The easy money was gone; enormous stocks of liquor from all over the world were left in warehouses, most of the latter bearing the dates 1928 and 1929; Canada and Newfoundland tightened restrictions against liquor importation; Americans bade a hasty farewell to the bleak islands; and, worst of all, the people hated to return to the life which they had known for centuries.

As one of them summed it up:

"It was a case of easy come, easy go. We were happy before. Then everything seemed so much better during your prohibition. Now my people won't return to fishing, and there is no work. We don't like to think of what is ahead."

Barring a return of the daring rum-running syndicates, the only hope for income for the islanders seems to be tourists, and that is a bet which may not be overlooked by the Perrais. In it they have a stock in trade which may not prove to be as lucrative as rum-running, but it will be much more certain. Visitors will be more pleased than with a journey to other parts of North America.

St. Pierre is truly French, in appearance, as far as that is possible with the weather-beaten little houses set among the rocky headlands, as well as in loyalty to the homeland. The tricolor of France waves proudly from the water-front buildings. The gendarmes who meet the ship remind one of Boulogne, Cherbourg, or Brest.

The French of France is spoken exclusively among the people, but, as a bequest of their ten years of contact with Americans, and through necessary association with the people of Newfoundland fifteen miles away, those who are in business have a working knowledge of the English language. All the contacts of the country are French.

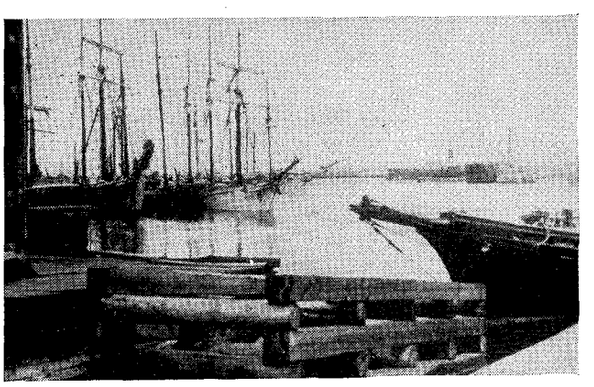
To France the people go for infrequent pilgrimages, while, from France, they receive their newspapers and most articles of commerce.

They feel that the French do not reciprocate properly, a belief which adds no little to the present state of uncertainty in which the colony finds itself. In August of 1933 two French war-vessels, the light cruisers *d'Entrecasteaux* and *Ville d'Ys*, appeared in the Harbor of St. Pierre, but they were not altogether welcome, for they had been sent by the home Government to quell riots over what the people felt was unnecessary taxation.

There was great rejoicing this year when it became known, however, that a French ship was due on a peaceful mission—the *Champlain*, carrying governmental officials to the Jacques Cartier 400th anniversary observance in Canada.

To-day the village is much like it was just after the World War—the glaring white government buildings set in a three-sided square before flower-filled Le Place Maréchal Foch, the quaint little Roman Catholic cathedral in a square behind them, the row on row of unpainted, yet impressive, stores and houses on the hillside streets. Over all there is a neatness recalling the villages of the Breton and Basque provinces from which most of the ancestors of the 4,000 islanders came.

So, St. Pierre and Miquelon, the barren, picturesque, unfortunate French colony of the North Atlantic, faces the future, with warehouses filled with an unsalable product, kept out of Canada even by air-plane patrols of the Royal Canadian Mounted Police, with brandy selling at such prices as $1.50 a quart in any store, and there are many, and American cigarettes at less than half price, with French, American, Canadian, Newfoundland, English, and even Spanish money passing interchangeably at par, and with the hopes pinned by the still cheerful people on the appreciation by tourists of rock-bound coastal scenery unequaled in much of North America for impressiveness.



Wide World

The Harbor of St. Pierre

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Americans Are Beginning to Compose Serious Music

Are Americans successful in writing serious music?

They have demonstrated their genius in the writing of lighter tunes, and jazz rhythms, but do they measure up when it comes to the less sensational, but more distinguished, forms of composition?

The answer, if judged by the programs of the recent Berkshire Festival of Chamber Music, is an unqualified "Yes." Four of the five "first" performances, offered by Mrs. Elizabeth Sprague Coolidge to her 500 guests were written by Americans: a violin sonata by Henry Eichheim, a piano quintet by John Alden Carpenter, a trio by Roy Harris, and a sextet for piano and wind instruments by Edward Burlinghame Hill. The fifth première was a septet for viola, five wind instruments, and the harp, by an Englishman, Cyril B. Rootham.

This is the first festival in which the new works were almost exclusively American in origin. Are we consciously becoming more nationalistic, and is this reflected in our music? It would seem that, at last, the inevitable evolution on this soil is bringing us social unity. Unmistakable rumblings of what may become the twentieth century's prime creative outburst are heard in this music.

The Coolidge festivals started in 1918 at South Mountain, near Pittsfield, Massachusetts, and have been held since in all parts of Europe and America. This is the first in six years at the original site—next to Salzburg, the greatest capital of chamber-music in the world.

Mrs. Coolidge has established competitions, and commissions works, in nearly all countries. As a living patron of music, she attracts the best talent, regardless of its location, to submit compositions for performance at her festivals. Her influence is international, and her programs, therefore, are an excellent weather-vane indicating the direction the wind is blowing.

The Public's Interest

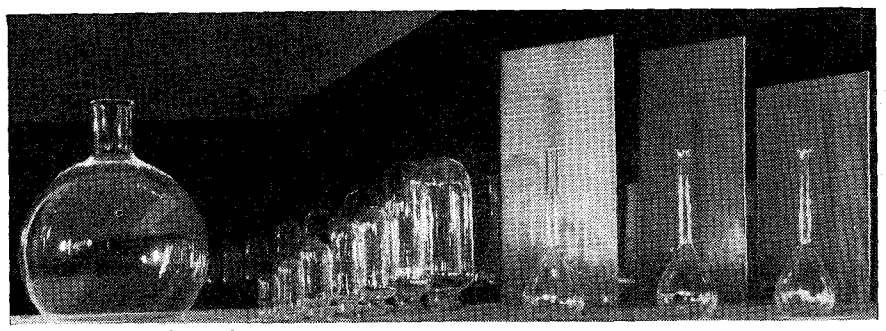
It does seem that the creative force of the people is becoming focused on music. Such festivals as Mrs. Coolidge arranges demonstrate the fact, and furnish an impetus which eventually reaches the whole listening public. Musicians and music students come together, and devote their whole-hearted attention, without a single distraction, not only to the great music of the past, but, also, to the best contemporary writings. They learn that our taste largely is determined by our ear habits. They feel the need for larger acquaintance, and increasing familiarity, with the new works.

This can be realized most easily by small groups of players. These are being formed in many parts of the country to gain, from the enormous literature of chamber-music, the essential musical experiences. Through such hearings, knowledge and understanding grows. The public is made conscious of its inheritance, and, thus, becomes the foster-parent of the future music of America.

CARLETON SMITH.

An Exhibition of Dynamic Design

Artists, Manufacturers, and Housewives Swarm the Philadelphia Art Alliance: El Greco and a Pot Have Much in Common



Elizabeth R. Hibbs photograph

An arrangement of chemical glass in the exhibition

The pot no longer calls the kettle black, but, rather, hails it as a first cousin to the Burlington Zephyr, or a mural by Diego de Rivera. It does, that is, if it is a kettle designed by, say, Norman Bel Geddes, or if the pot came from drawings by Dreyfuss or Switzer.

In an exhibition of dynamic design at the Philadelphia Art Alliance, for continuous show until late this month, artists and engineers, painters and riveters, have combined their talents to present a new conception of modern art to include sculpture, painting, and prints in their application to industrial design.

The show is daring and vivid, yet its lines, and its design, are of the simplest. Provocatively, paintings and sculpture by modern artists are shown in conjunction with the products of industrial designers. Consider one of the feature units: in the Main Gallery there is a large photoreproduction of the mural created by de Rivera for Rockefeller Center, and which, later, was ordered destroyed. Mounted with the mural is a glistening nickel-silver kitchen-sink, which, believe it or not, presents an inevitable relationship to the feeling in the mural.

Some measure of proof in the soundness of the philosophy behind the exhibition is found in the public's response to, and understanding of, the show. The characteristics of modern art are shown not to be a cult, but an unconscious movement throughout modern life affecting, without one being generally aware of it, almost all of the forms which this age is producing. In the exhibition, the artist is seen following a trend which developed naturally out of twentieth century ways of living, working, and thinking. The spirit of speed and efficiency expressed in the shining model of the Burlington Zephyr, for example, is correlated with the same spirit of upward movement and design found in the El Greco reproduction above it.

In studying, at close hand, the examples of dynamic industrial design, the observer must feel that his understanding, and appreciation, of designed articles, used in daily life, are many paces ahead of his understanding, and appreciation, of abstract modern art, simply because his eyes are more constantly exposed to them than to the works of painters, and sculptors, with which we come into less frequent contact.

It is clearly evident in the exhibition that the influence of the arts in industry is so far entrenched, and is gaining such momentum, that the increasing beauty of the surroundings of daily life inevitably must follow.

It was a difficult task which modern designers set themselves when they first came before manufacturers with their new designs. For years, certain articles had followed certain utilitarian lines, and few, if any, of the manufacturers saw any point in scrapping molds, matrices, and frames which so long had served to turn out a torrent of household articles. Nor did they understand that beauty in the kitchen, or steel-paneling in rooms and hallways, were of any practical use to them in the selling of their products. In this case, fortunately, the artists were as good at crashing down resistance as they were at making designs, and the overwhelming response made by retail purchasers to the first timid offerings made the rest of the task easy.

The exhibition was arranged by Clyde Shuler and Benton Spruance, of the School of Industrial Art, and by Charles T. Coiner. Choosing carefully, they have made each section of the exhibition a unit, with special backgrounds of examples of art to fit the mood and spirit of the exhibited articles.

It is the estimate of authorities, breaking sharply with a past borrowed from Europe, that industrial art is the real art of America, an art for the masses, as well as the critic, and true student of art forms. Its stark lines, simple curvatures, and vivid design appeal at once to both the esthetic and the practical, which seem to go together in the consciousness of the people.

Girl Scout Membership Gain

The Girl Scouts are represented in more than 4,000 communities by 14,000 troops, and a total membership of 356,000. The membership represents a 14 per cent. gain within the last ten months.

The total membership of the Boy Scouts of America is 974,659, an increase of 101,268 over last year. The Cubs, junior organization of the Scouts, number 40,038.

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Socony-Vacuum

A NEW DISCOVERY

that will save Millions for Motorists this Winte

How the Socony-Vacuum Clearosol Process purges Oil of Impurities... new Mobiloil Arctic gives much easier starting... Lasts much Longer... Completely Protects your engine in Zero Weather.

HERE'S NEWS that would be big news at any time. Now—with Winter just around the corner—it is news that is too important for any car owner to miss.

This week, Mobiloil dealers are selling a *new kind* of Mobiloil Arctic.

It's new because it's made by an entirely different process. It's new because it has definite advantages which can save millions for car owners this Winter.

This oil, by actual test, makes starting much easier in cold weather.

It lasts as much as 25% longer—and the harder the service the better it compares with other oils in performance.

It contains no gum or sludge—the causes of stuck rings and gummed valves.

It flows quickly—on bitter cold mornings you have instant protection throughout your engine. And it holds its body under extreme ranges of heat—sticking to its job no matter how hot your engine gets.

These are not mere theories—they are *proven* facts, based on actual performance in the laboratory and on the road.

With the new Mobiloil Arctic in your car, you'll see a definite difference in performance. You'll find your starting easier and faster when cold weather comes. Your oil gauge will show you that this oil goes into action with the first turn of the engine.

You may well ask—"How does all this happen? What have you done to oil to make such a tremendous improvement?"

The answer lies in a *new approach* to refining. In the past, refiners removed i purities with acid baths and filters.

Socony-Vacuum has now found a way *wash away* these useless, non-lubricating e ments. Our new method *dissolves* impu ties, much as soapy water dissolves di

You may be wondering about cost. Su an oil is naturally worth more.

But we haven't increased the price quart by a single cent. Without spendi an extra penny, you can insure quick easier starts this Winter—up to 25% bet oil mileage—a cleaner, smoother, bett running engine all Winter long.

• • •

NOW IS THE TIME to prepare your car Winter driving. Go to the nearest Mobi dealer today—you'll know him by Mobiloil sign with the red Gargoyle, or sign with the Flying Red Horse. Drain your Summer oil—and refill with cle new Mobiloil Arctic. Act now—for bet performance from your car this Winte

SOCONY-VACUUM OIL COMPANY, I

Mobiloil Arctic

MADE BY THE NEW SOCONY-VACUUM CLEAROSOL PROCESS

SOCONY-VACUUM

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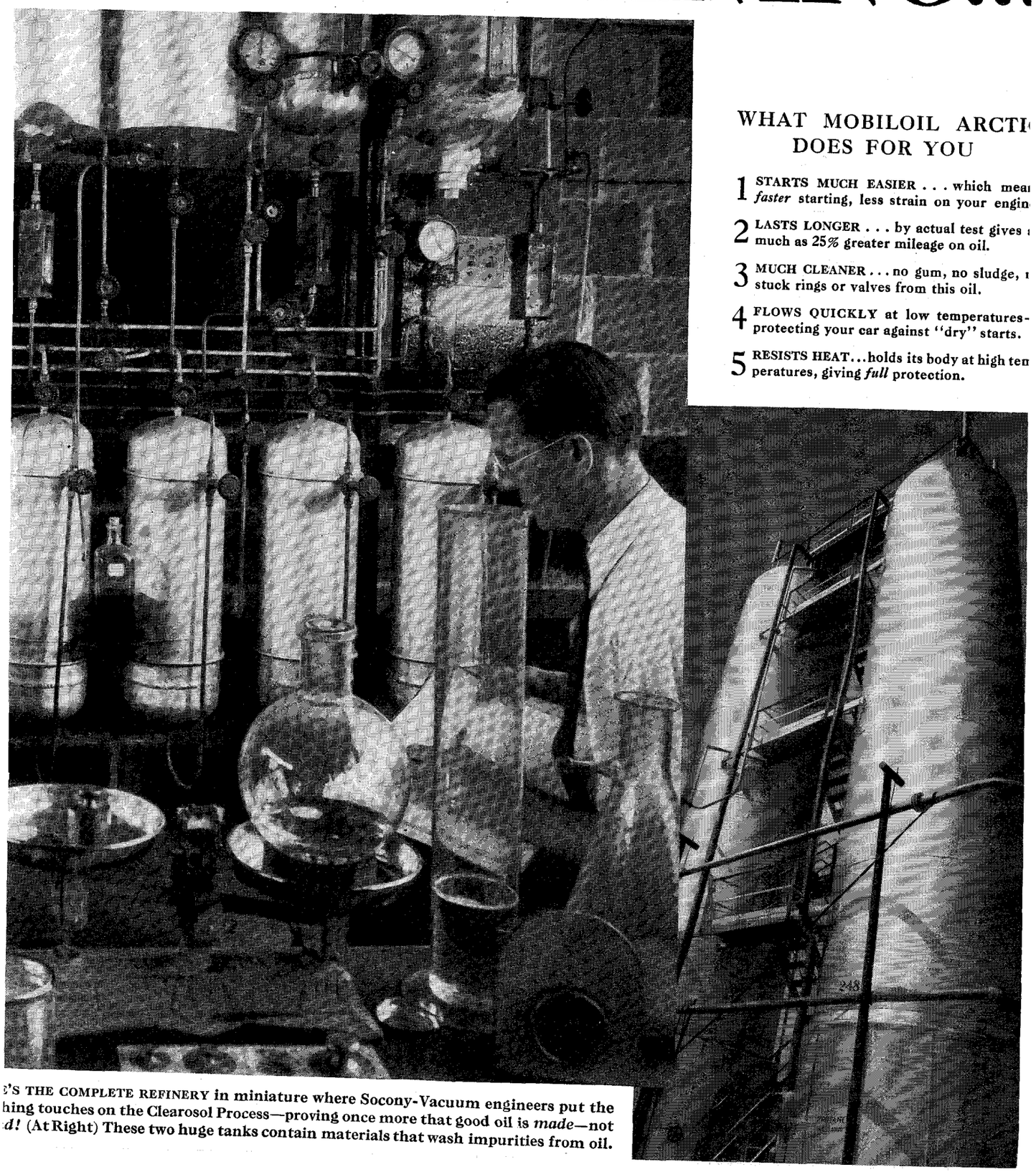
Announces

IN OIL REFINING...



WHAT MOBILOIL ARCTI DOES FOR YOU

1 STARTS MUCH EASIER . . . which mea *faster* starting, less strain on your engin

2 LASTS LONGER . . . by actual test gives much as 25% greater mileage on oil.

3 MUCH CLEANER . . . no gum, no sludge, stuck rings or valves from this oil.

4 FLOWS QUICKLY at low temperatures- protecting your car against "dry" starts.

5 RESISTS HEAT...holds its body at high ten peratures, giving *full* protection.

'S THE COMPLETE REFINERY in miniature where Socony-Vacuum engineers put the hing touches on the Clearosol Process—proving once more that good oil is *made*—not *d!* (At Right) These two huge tanks contain materials that wash impurities from oil.

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STOP CONSTIPATION THIS SAFE, SIMPLE, PLEASANT WAY

DULL SKIN, pimples and blotches, headaches, that "always tired" feeling—how often these are caused by constipation! This enemy of good health and charm causes an endless string of common ills. And it's so widespread, few of us escape it.

Drugs and harsh laxatives can give you only temporary relief from this condition. Such remedies merely irritate the intestines and cause a violent flushing action. In time, under this drastic purging action, the intestines completely lose their normal power to act. To get out of that evil laxative habit, you must strengthen the stomach and intestines. Make them function normally once more.

Doctors now know that in countless cases the real cause of constipation is lack of sufficient vitamin B. If your constipation has become a habit, and fails to respond to ordinary treatment, it is likely that a shortage of vitamin B is the cause of your trouble.

Really Live Again!

Yeast Foam Tablets furnish vitamin B in great abundance. These tablets are pure, pasteurized yeast—the richest known food source of the vitamins B and G. These elements in yeast stimulate and tone up the entire digestive and intestinal system. They nourish the underfed nerves and muscles. Thus they promote normal intestinal action in a natural healthful way. Energy revives. Headaches go. The skin clears up. You really live again!

Any druggist will supply you with Yeast Foam Tablets. The 10-day bottle costs only 50c. Get one today. Begin now to correct your constipation this simple drugless way!

YEAST FOAM TABLETS

FREE MAIL THIS COUPON TODAY
You may paste this on a penny post card

NORTHWESTERN YEAST CO. *LD-11*
1750 North Ashland Ave., Chicago, Ill.
Please send free sample and descriptive circular.

Name .....
Address .....
City ..... State .....

On the Current Screen

Sir James Barrie's amiable little fable, "What Every Woman Knows," has been turned into an attractive motion-picture, thanks, in great part, to the excellence of Helen Hayes's performance in the leading rôle. There are those who find the story of the mouse-like little woman, who is responsible for her conceited husband's success, and sits back smiling modestly to herself while the husband takes credit for it all, just a trifle wearying after all of these years. It seems to these hardened observers that at least such a story should have the grace to dress itself in the clothes of the turn-of-the-century, or thereabouts, rather than pretend to be an up-to-the-moment tale, filled with references to going off the gold standard. Yet the screen edition of **What Every Woman Knows (AAA*)** tells its story shamelessly, dresses in the garb of the moment, and modernizes all of its trappings, yet succeeds in being a charming and wistfully humorous drama.

Metro-Goldwyn-Mayer

A scene from "What Every Woman Knows"

It happens, for one thing, that Miss Hayes is at her best in this sort of rôle, providing what is very likely the best performance which she has contributed to the screen. In addition, despite the mistake of modernization, the picture has been attractively adapted, and is skilfully directed by Gregory La Cava. As a third recommendation, there is the admirable performance of Brian Aherne in the part of the dour and humorless Scot, who is so sure that he is the master of his own destiny, while, all the time, his quiet little wife is guiding it. Mr. Aherne, who scored a great hit on the New York stage as *Robert Browning* to Katharine Cornell's *Elizabeth Barrett* in "The Barretts of Wimpole Street," hitherto has not been very successful in the cinema. He attracted little enthusiastic attention in either "The Song of Songs," or "The Fountain." In the new film, however, he is a decided hit, and should attract much favorable notice from reviewers and public.

The minor rôles invariably are played well, altho Madge Evans, usually a guileless screen ingénue, is not altogether at home as the seductress of the story. There is, however, a particularly good performance by the invariably excellent Dudley Digges as the heroine's sympathetic and blundering brother.

* * * *

The Pursuit of Happiness (AAA)—Last season's pleasant stage-comedy about the old New England practise of "bundling" made into an entertaining, romantic and picturesque screen-play, admirably performed by Francis Lederer and Joan Bennett. It is all about a young Hessian, drafted to fight against General Washington and his men, who deserted his fellow conscripts, and, later, was confused somewhat by the differences between the theory and practise of liberty in the rebellious Colonies. The custom of "bundling," it may be remembered, was an economic one, and consisted of a form of courtship by which a boy and girl did their courting in bed to save fuel—fully dressed, of course, and with a center-board carefully pulled down between them. Despite the possible naughtiness of such a theme, the film is harmless, as well as charming. Mr. Lederer is particularly good.

* * * *

Mrs. Wiggs of the Cabbage Patch (AA)—The famous old play and novel, in a pleasant, and faithful, if less than exciting, screen-version, with Pauline Lord as *Mrs. Wiggs* and ZaSu Pitts as *Miss Hazy*.

* * * *

Madame Du Barry (AA)—An elaborate and moderately entertaining comedy-drama about the celebrated French courtezan, with Dolores Del Rio as an exquisitely beautiful, if not histrionically impressive, *Du Barry*, and Reginald Owen as an amusingly fatuous *Louis XV*.

* * * *

The Lemon Drop Kid—Lee Tracy in a so-so comedy about a race-track gambler, and the tragic love which entered his life. Based on an excellent story by Damon Runyon, it is not as effective as the original, despite the star's work. ARGUS.

CURRENT FILM RATINGS

AAAA	AAA
*Cradle Song, Catherine the Great, *The House of Rothschild, *You're Telling Me, *Tarzan and His Mate, The Barretts of Wimpole Street, The Merry Widow.	*Treasure Island, Our Daily Bread, *Peck's Bad Boy, *Judge Priest, *Man of Aran, Little Friend, *What Every Woman Knows, The Pursuit of Happiness.

AAAA—Outstanding films
AAA—Recommended films
*Films suitable for children

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Topics in Brief

A FOOL and his money are invited places. —*Birmingham News.*

IT'S perhaps a good thing that Europe is broke. No wampum, no warpath.—*Boston Globe.*

JOB had patience, but, of course, he never had to wait on a government loan.—*Atlanta Constitution.*

WHAT father would like most to get out of his new car is the rest of the family.—*Boston Herald.*

POETS are born. Now there's an argument for birth control.—*Greensboro (Ga.) Herald-Journal.*

GENERAL JOHNSON says he has offers of a thousand things to do. He's just the man to undertake all of them.—*Toledo Blade.*

MAYBE if the President wasn't making $75,000 a year, he would be less enthusiastic about boosting prices.—*Ohio State Journal.*

EAT, drink, and be merry, for to-morrow you may have to listen to another bridge-lesson via radio.—*Greenville (S. C.) Piedmont.*

IT'S a hard job to capture gunmen. However, that's child's play to keeping them after they're caught.—*Norfolk Ledger-Dispatch.*

THERE is nothing better for a wrist exercise than trying to cover three or four radio football-games at the same time.—*Indianapolis Star.*

MICHIGAN police are looking for a man who plays the oboe. So they're going to give somebody the third degree?—*Springfield Union.*

SOME day a movement will be started in Germany to take the "hit" out of Hitler, and he can go back to his paper-hanging.—*Cincinnati Enquirer.*

WITH a little imagination, the seventeen accused in the Insull prosecution could have organized a dummy holding defendant, to stand trial for the lot.—*Detroit News.*

A NORTH CAROLINA woodpecker worked on a stone statue for eight days, probably for the sole purpose of demonstrating that he was a radical.—*Indianapolis News.*

ANY woman with a true aim makes her mark in this country, says an educator. Yes, but in so many cases it's necessary to bury the target.—*Jacksonville (Fla.) Journal.*

BUSINESS interests feel that the President has retreated somewhat from his advanced position. What gives them the jitters is the fear that he may be fading back to throw a forward pass.—*The New Yorker.*

Smoking overtime? Who cares!

Suppose you *do* light 'em pretty fast when the fun flows high. What of it, brother? You'll wake to-morrow with a taste like a dewdrop on a daisy... if you keep to Spuds. They've a secret no one can copy...of taming the firebug in smoke...tempering parched tongues with a hint of an April breeze ...giving you unspoiled flavor. *You'll like 'em!*

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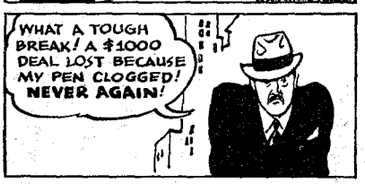

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(TITLE REGISTERED IN U. S. PATENT OFFICE)

To decide questions concerning the correct use of words for this column, the Funk & Wagnalls New Standard Dictionary is consulted as arbiter.

Readers who require immediate attention will receive it if they enclose a stamped return envelop. No notice will be taken of anonymous communications.

Anastasia.—"L. C. G.," Maspeth, N. Y.—This name is correctly pronounced *an"as-te'shi-a*—first *a* as in *fat*, second and third *a's* as in *final*, *e* as in *prey*, *sh* as in *ship*, *i* as in *habit*.

Antarctica.—"M. T. R.," Brooklyn, N. Y.—According to the dictionary, *Antarctica* is considered to be a continent. The dictionary records the *Antarctic continent* as "the land surrounding the south pole and within the antarctic circle."

cashier.—" G. A. L.," Jacksonville, Fla.—With the sense, "to dismiss from a position of command or authority; to depose; in the army and navy, involving disgrace and permanent exclusion from the service," this word is not of recent vintage. It was used several times by Shakespeare, and was commonly understood in 1600.

efficiency.—"C. W. H.," New York City.—Nothing inherent in the word *efficiency* appertains to morals or moral conduct. It merely connotes competency, ability to perform a definite function adequately, skilfulness. There is no reason why a given murder, robbery, or other crime could not be described as *efficient*. It is possible that excessive indulgence in any demoralizing course might impair temporarily or permanently the efficiency of any man; in which event he would no longer be termed *efficient*.

gonof.—"E. S.," Asheville, N. C.—This is the correct spelling, not *ganeff*. It is defined as: "(Slang.) A pickpocket; thief," and its derivation is given as, "perhaps from the Hebrew *ganābh*, thief."

Magdalen (Oxford); **Magdalene** (Cambridge).—"J. J. W.," New Rochelle, N. Y.—The pronunciation is the same for both these colleges in England—*mod'lin*—*o* as in *or*, *i* as in *habit*.

Rouget de l'Isle.—"J. M.," Chilton, Tex.—This is the name of the author of the "Marseillaise"; born, 1760; died, 1836. The name has not been Anglicized, and is pronounced *ru"ze' da lil*—*u* as in *rule*, *z* as in *azure*, *e* as in *prey*, *a* as in *final*, *i* as in *police*. In French literature, as well as in English, the name is sometimes written *de Lisle*.

wildebeest.—"A. H.," New York City.—This word may be pronounced *waild'bist"* (*ai* as in *aisle*, *i* as in *police*), or *vil'da-best* (*i* as in *hit*, *a* as in *final*, *e* as in prey). Its meaning is, "a gnu; a South-African antelope having a buffalo-like head, horns forming a helmet-like mass on the forehead, bent downward and outward, and recurved at the tip, an ass-like mane, and a horse-like tail."

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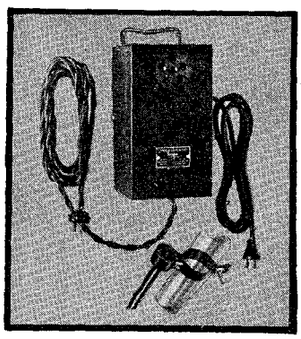

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What Washington Thinks of the World Situation

(Continued from page 6)

and the United States would mean Japanese naval supremacy in the West Pacific: it would mean a Japanese naval Great Wall down the middle of the Premier Ocean of the world: it would mean that Japan could do as she might elect, not only in Manchukuo, not only in Inner Mongolia, but away to the Yangtze Plains, and, perhaps, as much farther as she chose to go.

Washington thinks, all the political concomitants counted—the non-fortification of Pacific islands, for instance—that Japan has naval parity now. What she appears to be demanding would translate parity into supremacy. Why, asks Washington, do the islanders wish to be so strong?

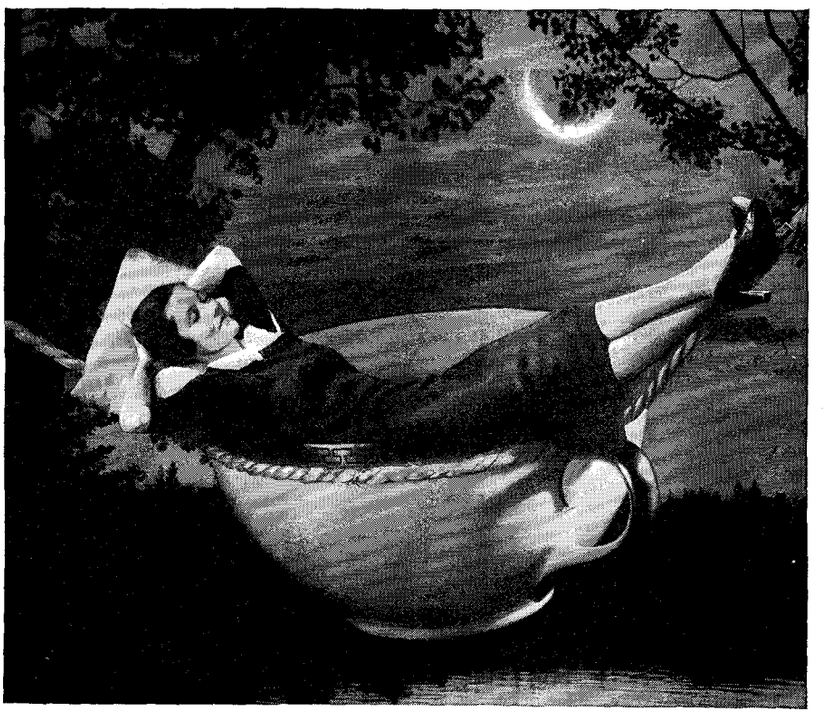
Another feature of the situation is notable: Japan is, in these nebulous and fateful days, the only Power in the world with both a powerful navy and a powerful army. Remember what made Great Britain afraid of Kaiseristic Germany? Tremendous striking-power on land, *plus* the will to have tremendous striking-power on water. *There is the conceivability of invasion in those two.* With a navy, alone, a nation can not invade; with a triumphant navy, and a great army, a nation *can* invade.

True, the Pacific Ocean is wide, but we live in the times of swift movement, not only on the land and in the air, but on the sea; and America, after all, is an *island.* Nothing is more certain than the liveliness of Washington's sense of the necessity of the adequacy of the American Fleet in any imaginable emergency. Internationally, we want friendship, and a square deal. But we want something else more; we want the absolute surety of the inviolability of our shores.

Contemptuous opinion in one nation toward another may lead to pin-pricking, to disrespectful words or acts, to violations of right. Washington hopes America's spirit so will express itself, in individual behavior, in private and public expression, in armaments policy, as to discourage a low foreign opinion of this country.

Does the picture suggest a Washington internationally cynical? It should not. It should suggest a Washington internationally good-humored and hopeful, willing, eager to fortify civilization by fortifying peace, deeply convinced that in amicable and sensible world intercourse, economic and educational, lies the hope of humanity. But the picture also should suggest a Washington clear-headed, well-informed, peculiarly alive to actualities, conscious of what is due this country under international law and the comity of nations, and resolved to act with energy and firmness to have that due effectively recognized.

And the picture has another feature: Washington believes fervently in the worth of what is being done for peace. It wishes only that *more* were being done. To those who fight for peace, it says: "Make hay while the sun shines. Go forward, under the shield of non-aggressive armaments, toward the day when mankind's educated and moralized nature shall make armaments unnecessary."



But a coffee cup should be more than a hammock!

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Current Poetry

Unsolicited contributions to this department will not be returned. Unpublished poetry is not acceptable

INCIDENT IN THE ZOO

BY LOREN C. EISELEY

The little Fennec foxes from the veldt are shy
And quiet and they keep
The largest ears of anything so small
Wide open in their sleep.

There in the corner of the slatted cage
Stirring awake
They shudder at the city's iron pulse.
You cannot make

Friends with them. No one can make friends
with them,
They are too shy
From fear of the shaking ground, the thunder
From track and sky.

They move in memory among mint leaves.
Their lives are bound
To a lost land, all night their ears have
captured
No friendly sound.

Once only did I see their hearts uplifted—
Wild hearts so wrung!
It came as the lion house—remote and
dreadful
Spoke, in its tongue.

—*Prairie Schooner (Lincoln, Neb.)*

LEAVE THE WINDOW OPEN

BY THEODORE MAYNARD

Leave the window open:
Soon a bird will fly
In from the leafy branches,
And winds blow from the sky.

Sit in the sunny orchard
And watch the ripe fruit fall:
You will not need to climb the tree
Or shake the bough at all.

Quiet your heart in the silence;
Let song come as it please—
As winds blow in through the window,
Or apples drop from the trees.

—*The Commonweal (New York).*

TO A MAINE ISLAND

BY RUTH FEIS

A heart that is replenished
With bayberry and fir
Needs no other fuel,
Needs no other spur.

A heart that is replenished
By wind and sunny air
Needs no other kindling
To burn away despair.

—*The Conning Tower, New York Herald Tribune.*

LOOK WITH LOVE

BY DAVID MORTON

Look with loving eyes
On the brief flower
In meadows deep;
It is so bright a prize
For the dark power
That brings but sleep . . .
Give it your love to keep.

—*The Conning Tower, New York Herald Tribune.*

FURRED DELIGHT

BY MARIE D'AUTREMONT GERRY

She does not care how cold the night
How raw the wind and fierce the storm,
For she is wrapped in furred delight
With thoughts of one to keep her warm.

—*Wings (New York).*

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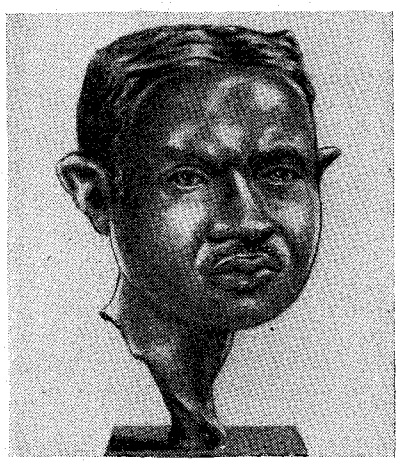
The King of Siam, Student of Democratic Government

King Prajadhipok of Siam, once the world's only absolute ruler, now a constitutional monarch, is a ninety-eight-pound King whose poor eyes have sent him many thousands of miles in search of treatment. He has reigned since the death of his brother, Rama VI, in 1925. Siam has a population of 11,684,000, and its predominant religion is Buddhist. There are 133,000 priests in Siam, approximately one in eight of the total population.

The King, athletic and a keen student of the democratic process in government, is a contrast to his dreamy and studious predecessor, Rama, who spent much of his time translating Shakespeare into Siamese. Like



Design for a bronze of King Prajadhipok of Siam. Drawn from life by Perriton Maxwell

his brother, Prajadhipok received his education in England. In 1913, he went to Eton, where he stayed six years. He received a thorough military training at the Royal Military Academy at Woolwich. He married his present wife in 1918, and, after a short stay in Siam, returned to Europe. He lived quietly in Paris, returned to Bangkok, and ascended the throne.

Woodrow Wilson forced a treaty at Versailles whereby Siam gained her full sovereignty. The king was a supreme monarch, governing, as in the case of the present King, with the aid of a cabinet, supreme council, and legislature, partly appointed by the cabinet, partly by the people. He is said to enjoy immense popularity with his people, altho, in 1932, Siam became a constitutional monarchy, and the King lost many of his rights.

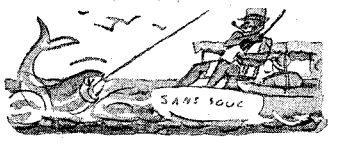
The King has made two trips to this country, and, in 1931, when an operation was performed to remove the cataract on his eye by Dr. John Martin Wheeler, of New York City, the King and Queen enjoyed the hospitality of many Americans including President and Mrs. Herbert Hoover. When in New York he lived at the home of the late Mrs. Whitelaw Reid, in Westchester County.

For the many governmental and educational reforms in Siam, the present King is not responsible. Most of them were initiated forty years ago, but His Majesty has seen to it that their spirit has been carried out in accordance with modern liberal thought.

Dear Diary, look what I did in Southern California for $175.

"... went down to Olvera Street. Thought I was in Cuernavaca, no less. Came near going native, till some enchiladas cooled me off...

"... picture me on one end of a line and a giant fish on the other. I can hear him telling his pals: 'You should have seen the one that got away; the old boy must have weighed 200 pounds'...



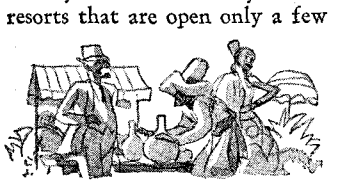
"... been doing Hollywood, too. I think they've got hold of something here—such beauty as these old eyes have never seen—chaps snapping shutters right and left...

"... climbed a bit of mountain, today. Panoramas of orange groves, date gardens, olive orchards, the world's largest vineyard and all that sort of thing. Home was never like this ... ripping ...

"... garden spots no end: Pasadena, Long Beach, Santa Monica, Glendale, Beverly Hills, Pomona —all just shooting distance from Los Angeles. And hospitality... I may never leave here.

"... sporting stuff, too: amazing golf, horse racing, polo, whatever you want—and it feels like spring. I'm doing myself right... and, by Jove, spending less than at home."

Our friend is pretty enthusiastic, but you'll find he's honest. Beauty and fun are according to tastes, but there's no getting around the *fact* that living costs in Southern California average 18% under the U. S. as a whole, or *half* the costs in many winter resorts that are open only a few



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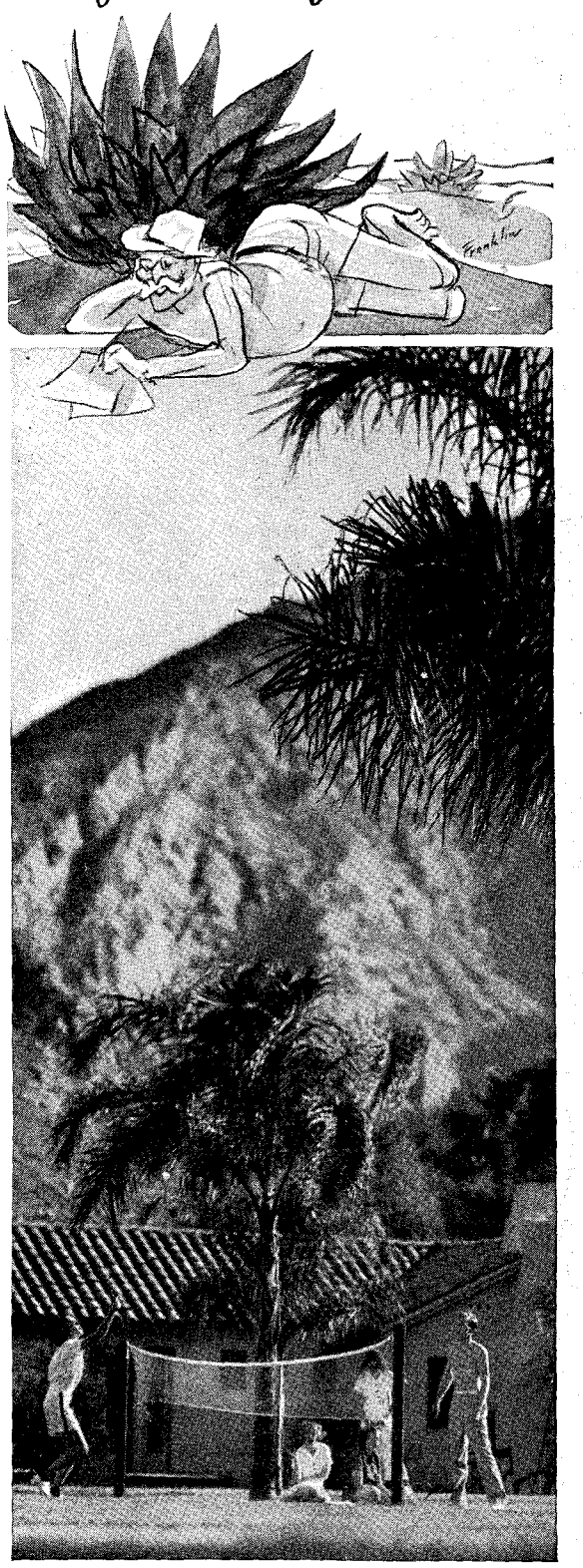

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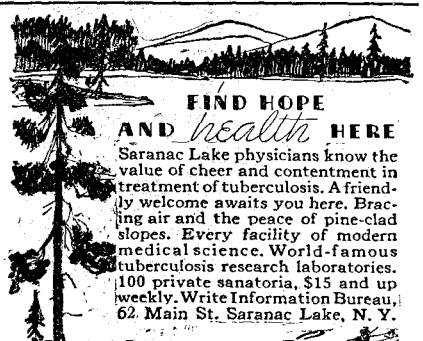

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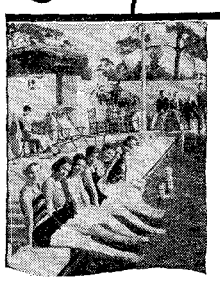

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Among the Outstanding Books of the Week

Wine From These Grapes. By Edna St. Vincent Millay. (New York: Harper and Brothers; $2.)

Edna St. Vincent Millay, who came out of Vassar twenty years ago, and startled American editors with her defiant, lilting songs of a girl's quick loves, is past forty now; and her poetry no longer sings of candles burning at both ends, and of shining palaces on the sand. But she still etches the sharpest lyric lines in American verse, and weaves sonnets with a spider-web perfection which no living poet can approach. Every thin volume of her poetry is an event in American literature.

In "Wine From These Grapes" ("Wine from these grapes I shall be treading slowly, morning and noon and night until I die," she said in her "Buck in the Snow") Miss Millay writes of "the first white in my hair"; she sings with a new wistfulness of "Childhood . . . the kingdom where nobody dies"; she is haunted by the spectacle of the race of man endlessly warring, and preparing its own death:

> My spirit, sore from marching
> Toward that receding west
> Where Pity shall be governor,
> With Wisdom for his guest:
>
> Lie down beside these waters
> That bubble from the spring;
> Hear in the desert silence
> The desert sparrow sing;
>
> Draw from the shapeless moment
> Such patterns as you can;
> And cleave henceforth to Beauty;
> Expect no more from man.

There is the same note of brave despair in Miss Millay's new sonnet sequence, "Epitaph for the Race of Man," eighteen chiseled verses in which the poet sees a world where dinosaurs once planned for future generations, and the race of man today, penetrating the voids of space with questioning mind, yet reducing itself to the inanities of war:

> Blench not, O race of Adam, lest you find
> In the sun's bubbling bowl anonymous death,
> Or lost in whistling space without a mind
> To monstrous Nothing yield your little breath:
> You shall achieve destruction where you stand,
> In intimate conflict, at your brother's hand.

Edna Millay still is beyond question America's first poet.

Worth Reading

February Hill. By Victoria Lincoln. (New York: Farrar and Rinehart; $2.50.) A superb story of happy, amoral, poor whites in New England, combining the overtones of "Tobacco Road," and of "Mrs. Wiggs of the Cabbage Patch."

Pitcairn's Island. By Charles Nordhoff and James Norman Hall. (Boston: Little, Brown and Company; $2.50.) Sequel to "Mutiny on the Bounty," and "Men Against the Sea"—the three books together make a classic reconstruction of one of the greatest of man's adventures at sea.

Captain Caution. By Kenneth Roberts. (Garden City: Doubleday, Doran and Company; $2.50.) A new volume in the Arundel saga, dealing with War of 1812 days.

They Built the West. By Glenn Chesney Quiett. (New York: D. Appleton-Century Company; $5.) The building of the railroads, and the Western cities, by violent-spirited rugged individualists.

The Pageant of Cuba. By Hudson Strode. (New York: Harrison Smith and Robert Haas; $3.) A readable outline of the tropic island's tragic history.

One Hell of a Business. By H. C. Engelbrecht. (New York: Robert M. McBride Company; $1.) Confessions by the munitions-makers.

American Ballads and Folk Songs. Collected and compiled by John A. Lomax and Alan Lomax. (New York: The Macmillan Company; $5.)

In a very different tradition of verse are the authentically American songs gathered by John Lomax and his son in Southern prisons, from chain-gangs singing on the roads, from cowboys by their camp-fires, and from old Americans with childhood songs still fresh in their hearts.

"America has no folk-songs," the professors used to say three decades ago, when John Lomax first began noting down the words the cowboys sang as they drove their cattle north from Texas, along the Chisholm Trail past his father's ranch. That was because the professors recognized no folk-poetry that had not been printed in books; and folk-songs, as Mr. Lomax sadly notes, die as soon as they appear in print. They are alive when sung, with ever-changing words, by singers who add verses with no literary consciousness that they are folk-poets, creators of a national tradition of song; they become dead when their words are fixed in print and "correct."

"Frankie and Johnny," originally "Frankie and Albert," is one such American folk-song, created within the present century. The Erie Canal songs which the Lomaxes have dug up are at least a century old; many of the cowboy songs obviously date into the nineteenth century, but some are new.

"De Ballit of de Boll Weevil," the text of which here appears almost as Mr. Lomax collected it, a quarter-century ago, then was the fresh outcrop of a new menace to the Southern harvest. In its course it picked up echoes of the old Brer Rabbit saga, lines ("rubber-tired buggy, decorated hack") from the Frankie-and-Johnny epic, which then was sweeping its oral path across the country, and it preserves, in its final stanza, the true anonymity of the folk-song:

> Ef anybody axes you
> Who wuz it writ dis song,
> Tell 'em 'twuz a dark-skinned nigger
> Wid a pair o'blue duckins on,
> *A-lookin' for a home,*
> Jes a-lookin for a home.

Inevitably close to half of this collection of American folk-songs is of Negro origin. For the Negroes are the folk-poets of America. Not only their spirituals, but their blues, and their work-songs, are increasingly a part of the American heritage.

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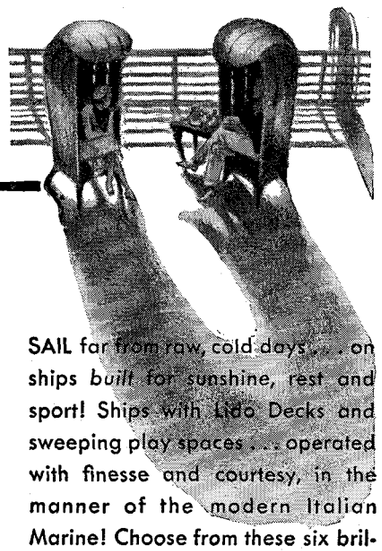

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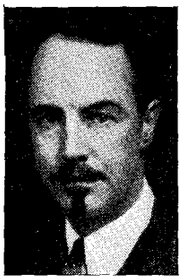
ITALIAN LINE

The Conquest of Distemper, A Deadly Canine Disease

Distemper, dreaded by all dog owners and breeders, and one of the deadliest of canine diseases, apparently has been conquered, at last, after years of research both in this country and Europe. At the recent meeting of the New England Veterinary Medical Association at Boston, Dr. George Watson Little, of New York, announced the development of a concentrated serum capable of preventing distemper with a single injection.



Dr. George Watson Little

The treatment consists essentially of giving the dog the disease, then checking it immediately with the serum. This is done by injecting in one side of the animal a dose of the cause of the disease, the virus of Carré, and, in the other side, about a teaspoon (4 cubic centimeters) of the concentrated serum. The serum, which contains antibodies, is prepared from dogs which have had distemper.

Doctor Little's discovery came after nearly three years of research. The final stages of this work were done in cooperation with more than fifty veterinarians in the United States, Canada, and Australia. Among those who took part were Dr. William J. Lentz, Director of the Small Animals Clinic of the University of Pennsylvania; Dr. Mark Loren Morris, of Stelton, New Jersey, President of the American Animal Hospital Association; Dr. Edwin R. Blamey, veterinary editor of *The American Kennel Gazette;* George J. Goubeaud, Borough Veterinarian of Queens, New York, and Charles J. Goubeaud, of Bayside, Long Island.

Following these tests, Dr. H. W. Jakeman, Secretary of the New England Veterinary Medical Association, and Vice-President of the Pitman-Moore Laboratories of New York and Boston, made a final check-up in his laboratories, and arranged for production and distribution of the concentrated serum. More than 17,000 doses have been produced.

The English Discovery

Doctor Little is not the first to discover a preventive treatment for distemper. In 1928, as a result of research made possible by a fund of approximately $100,000 provided under the auspices of the Duke of Portland, and the Field Committee, in England, two British scientists, Doctors Laidlaw and Dunkin, successfully verified the cause of distemper, and devised a treatment for its prevention. The Laidlaw-Dunkin treatment required three injections over a period of several weeks, and did not provide immediate immunity.

The Little method not only accomplishes the same result in one treatment, but makes it safe to place the immunized animal immediately with diseased dogs. Immunity is provided at once by the large dose of serum.

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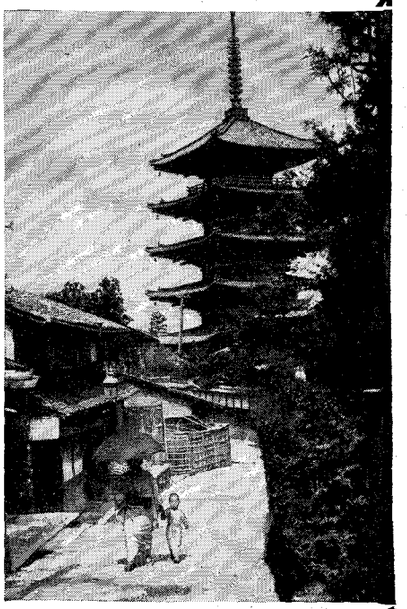

Many important travel ventures must be set aside for a future day—requiring too large an outlay of cash. Not so Japan!

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Small Voice in the Wilderness

Ray Morrison, Bespectacled Little Coach of the Southern Methodist Mustangs, Has Been Crying "Pass" for Years Down in Texas—but Who Ever Heard of Southwestern Football?

By Reagan McCrary

THE Southern Methodist Mustangs are back home now. Their tough games are over. They have only an outside chance to win the title in a conference where they rank about second or third best team this year. But a couple of weeks ago, they had their day, they drank deep of success, and gleefully smashed their toasting-glass against the uninterested loftiness of New York City's architecture. They cracked the reserve of Gotham's sporting pages, and drew such praise as this bit from Eddie Dooley in the New York *Sun:*

Wide World

Coach Morrison—the calm one

"Southern Methodist was by far the best looking, best coached, fastest moving and smartest eleven to set foot in New York in the last few years. They played with a surge of power, an aggressiveness, and a comprehension of football strategy and technique that convinced those who saw the spectacle that the Southwest has some grand football-teams. Fordham did not look very impressive against the Mustangs, but then, what team would have?"

That's one for your boys' scrap-books, Mr. Morrison. It must make you feel pretty good to follow up the nation-wide advance notice served by Rice and Texas University against Purdue and Notre Dame earlier this year. The three of you have set a number of customers to asking: What manner of wilderness is this Southwestern conference?

As a matter of fact, Texas teams have been playing good football for a number of years. St. Mary's Mr. Madigan remarked on the fact when he stopped over in New York with his team to shear the Fordham Rams recently:

"That Southern Methodist outfit is good. They came out to play us, and tossed thirty-three passes during a game that I think was one of the best ever played in California."

Texas football had scored a hit on the West Coast and the brand is pretty highly respected through the Middle West. But, somehow, the merits of the Southwestern teams haven't quite penetrated the pages of Eastern papers.

Ray Morrison was stretched out on a bed in a quiet midtown New York hotel, resting before the Fordham game.

"You're right about that," he said. "That's why it's pretty important that we make good out there this afternoon."

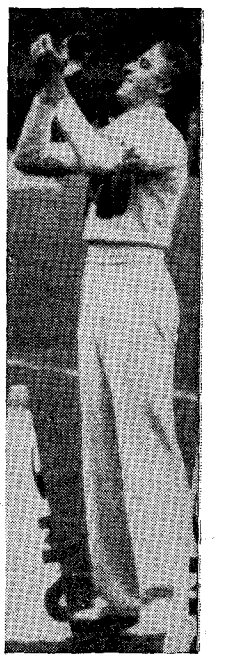
The invading Mustangs had already made a dent in the news the day before. They arrived with an eighty-piece band that did better with dance music than march music, a pint-sized Shetland pony mascot, the late "Peruna," and a couple of hundred Texas football fans up for a good time, and a victory. The band and "Peruna" dropped in on Mayor LaGuardia, to the delight of local photographers. In short, New York knew that the Southern Methodists were in town.

Mustang Named Pegasus

Ray Morrison's Mustangs have been noted as colorful, passing teams for a long time. Other football-teams around the country seem to have gone "air-minded" this year, but there was a time when the forward pass was a novelty. Morrison speaking:

"I went from Vanderbilt to S.M.U. when the school started in 1915. Then I left during the war years. But I went back after that and started building up a team. I've always believed in the pass as a part of football. The forward was something new, and I liked it. When a few coaches remembered that the lateral had been there in the rules for a long time, and started using it again, I looked all over Dallas for an old Rugby man to teach my team that kind of passing, too. I couldn't find any.

"We changed it a bit, I reckon, because we figure that when a man has thrown a lateral he is out of it for the rest of that play. Of course, in the Rugby game, I suppose he would follow up the play, and, maybe, take another pass. We don't try to work out much of a definite system for laterals. A man just runs until he is about to get in a tight spot, and then he passes to another boy on his team, who is supposed to be in a good spot to receive it. We figured out a way for the receiver to let the runner know where he is—he hollers 'cow-cow.' That's an easy thing to holler when a man is too tired to yell anything else. Try it."



Wolford photograph

Cheer-leader Anderson—the excited one; part of the color

We did try it later in the subway going out to the game. It was a meek, sort of muttering "cow-cow." It does serve quite well to let people know where one is, especially on a subway train.

Down in the lobby of the hotel, the Southern Methodist team was lounging about in shirt-sleeves and leather jackets. Nice, elderly ladies and pleasant, polished gentlemen, who lived in this hotel, raised their eyebrows. But the boys looked good in shirt-sleeves and leather jackets. They won't like this, but they did look like "real American boys," Eagle Scouts, for instance. They would have warmed the cockles of William Randolph Hearst's heart. They were "American."

"They are a grand looking bunch." Morrison grinned, reflecting. "About the best I ever had in that way. A lady down in Houston told me they reminded her of the boys who used to play for Vanderbilt in the old days and call around to see her after the game. I've got to beat it now. See you on the field."

Wolford photograph

Morrison (left) sending in an eager first team of Mustangs, thirsting for revenge

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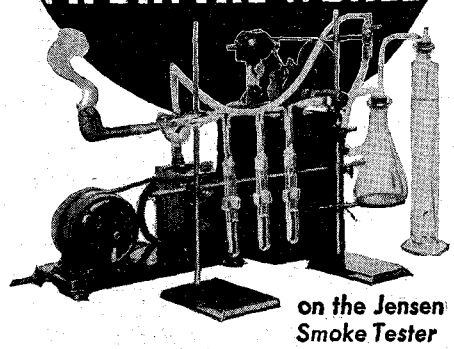

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Morrison sat there on the bench with his team, his first team, and turned never a hair when Fordham's Joe Dulkie intercepted a dangerous flat pass that the second-string Mustangs had failed to cover on. A touch-down in the first few minutes of play. What a blow to a team that was built around the forward pass!

Morrison wasn't at all worried. A Stoic, he called himself. He sent in an eager first team. And he didn't seem at all surprized, or more than faintly elated, when that first team scored a touch-down on a running play the first time they got the ball. He shook hands with leaping Texas rooters while the game was going on, answered questions for the inquisitive natives who pushed up around the players' bench during the last quarter, and occasionally twisted a rubber band as his only sign of nervousness. A steaming hot S.M.U. jazz band was blaring "Tiger Rag" right behind his back. Head cheer-leader Will Anderson was exhorting scattered Methodists to remember the Alamo and, perhaps, Goliad. And, through it all, Peruna, the grounded Pegasus, grazing up and down the side-lines, was the only living thing calmer than Ray Morrison.

Week-End Winners

A number of important gridiron feuds were settled last week-end. Out on the Pacific Coast: St. Mary's beat Washington State 9-6; Santa Clara beat California 20-0; Stanford beat U.C.L.A. 27-0; and Washington beat Oregon State 14-7.

Important scores in the Middle West were: Illinois, 7—Army, 0; Purdue, 26—Chicago, 20; Minnesota, 34—Michigan, 0; Michigan State, 13—Marquette, 7.

In the South, the leading scores read: Alabama, 34—Kentucky, 14; Louisiana State, 25—Mississippi State, 3; S.M.U., 7—Texas, 7; Tulane, 15—Mississippi, 0.

In the East, one leader stumbled and one laggard revived as Yale tripped Dartmouth, 7-2, and Fordham squeezed by Tennessee, 13-12. Other scores were: Princeton, 19—Harvard, 0; Pittsburgh, 19—Notre Dame, 0; Navy, 26—Washington and Lee, 0; Syracuse, 16—Penn State, 0; Temple, 14—Holy Cross, 0.

Sports Calendar

Football

November 17

Alabama *vs.* Georgia Tech at Atlanta.

Chicago *vs.* Minnesota at Minneapolis.

Colgate *vs.* Syracuse at Syracuse.

Fordham *vs.* Purdue at the Polo Grounds, New York City.

Wisconsin *vs.* Illinois at Madison.

Pittsburgh *vs.* Navy at Annapolis.

Nebraska *vs.* Kansas at Lawrence.

Princeton *vs.* Yale at Princeton.

Notre Dame *vs.* Northwestern at Evanston.

Southern Methodist *vs.* Arkansas at Dallas.

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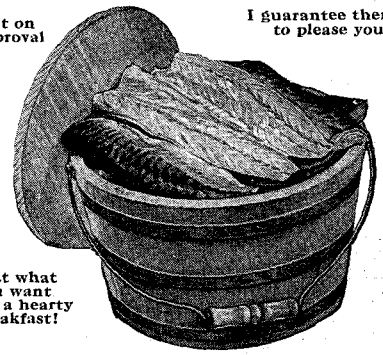

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But you must get the right kind of mackerel fillets—the pick of the new Fall catch is what you want—to get this real food joy. That's the secret of the tempting goodness of my mackerel fillets. I send you the choicest fillets that are carefully sliced from the fat, tender sides of the new Fall-caught mackerel. Practically boneless, no waste parts whatever, these mackerel fillets are so tender and full bodied that they just flake into juicy mouthfuls.

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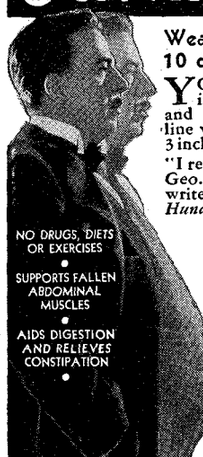

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Trials Establish Spaniels As Satisfactory Gun Dogs

By Charles Parker Hammond

A dozen years ago organized field-trials for spaniels virtually were non-existent in this country. American sportsmen preferred to shoot over pointers and setters, and trials for these popular bird-dogs have been held regularly since 1874.

During the last twelve years, a new type of field-trial has grown up for Springer and Cocker spaniels necessitated by the growing popularity of pheasants as game-birds, and a new kind of cover. Anticipating the demand for a fast going dog that could penetrate close and baffling cover, Freeman Lloyd, the grand old man of the dog game, began a campaign for the English Springer Spaniel which culminated in the founding of the English Springer Spaniel Field

Fieldhead Ruddygore, Cocker spaniel, retrieving a pheasant from the water in the open all-age stake for Cockers at the recent Fishers Island trials

Trial Association whose annual trials at Fishers Island, New York, off New London, Connecticut, are now considered the most important spaniel field-trial meeting of the year.

At about the same time a group of Cocker fanciers, headed by Mrs. A. R. Moffit, of Poughkeepsie, New York, and Ralph C. Craig of Albany, New York, founded the organization known as the Cocker Spaniel Field Trial Club of America. This group holds trials at Verbank, near Poughkeepsie, every fall.

Other spaniel trials, for both Springers and Cockers, are held annually on the Charles Gould estate at Huntington, Long Island, by the American Spaniel Club, and at the Craigden Game Farm near Albany, by Mr. Craig's fast-growing Albany Cocker Club. Each year attendance at these trials grows, attesting to their popularity. At the recent Albany trials there were as many as 600 people following the merry little Cockers through the dense covers. The Huntington trials for 1934 will be held November 10 and 11.

Mr. Craig's organization, which has held only three annual trials to date, is possibly the most significant, since its object is to teach young men how to handle the spaniels in the field at a minimum of cost. Most of the dogs are donated for the purpose by spaniel-breeders, and the boys are instructed in the breaking by Mr. Craig, himself a noted spaniel-fancier.

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Judges at spaniel trials agree to consider the following points: control at all times, and under all conditions; scenting ability, and use of wind; manner of quartering beat (the spaniel should not go further than about thirty yards on either side of the gun); perseverance and courage in facing cover; steadiness to flush, shot, and command; aptitude in marking fall of game, and ability to find it; ability and willingness to take hand signals (the handler is not allowed to shoot over his dog in a trial); promptness and style of retrieve and delivery; proof of tender mouth, and, finally, ability to retrieve game from water, after a swim.

Two dogs (a brace) are put down at a time on parallel beats. Each dog has a handler, a gun, and a judge. A third gun walks between the two beats. After the dogs have had a chance to prove their worth, they are taken up, judges compare notes, and another brace is put down. Dogs showing ability are called back for a second series. If a bird shot down after being flushed by one dog is not retrieved by that dog, the judges may order the other dog to retrieve the same bird. It is not unusual for the judges to call closely competing dogs back for a third series.

Spaniel stakes ordinarily are divided into the following: puppy, non-winners (for dogs that have never placed at a field-trial), members, and an open all-age, the latter being the feature stake of the meeting.

A spaniel becomes a Field Trial Champion of Record after having won open all-age (usually two) classes at field-trials of member clubs of the American Kennel Club, or at licensed field-trials of non-member clubs. At least six starters in each open all-age stake are required for championship points at the present time.

A Recent Development

The movement to develop working spaniels in this country is a comparatively recent one. Aside from Mr. Lloyd, Mr. Craig, and Mrs. Moffit, Henry Lee Ferguson, Mr. and Mrs. Walton Ferguson, David Wagstaff, Dr. Samuel Milbank, and Francis J. Squires have been influential in developing hunting-spaniels in America. Henry Lee Ferguson, owner and handler of many winning Springers, including Fleet of Falcon Hill, winner of the open all-age stake for Springers at Fishers Island last month, has written an authoritative book on Springers, their training, and history in America, "The English Springer Spaniel in America." This book has done much, along with Mr. Lloyd's book on spaniels, to instruct spaniel-owners in the fascinating game of breaking their dogs for sport and field-trials.

Those who have supported the spaniel field-trials have done at least three significant things: they have put the Cocker and Springer back into the sporting dog group where, hitherto, their claim to that classification hardly was more than nominal; they have popularized the field-trials, and made them accessible to fanciers previously ignorant of the game, and, most important of all, they have started a foundation breeding-stock in America for high-class hunting-spaniels.

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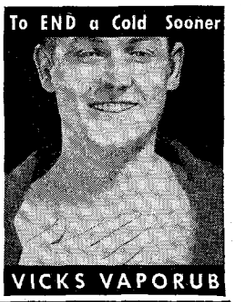

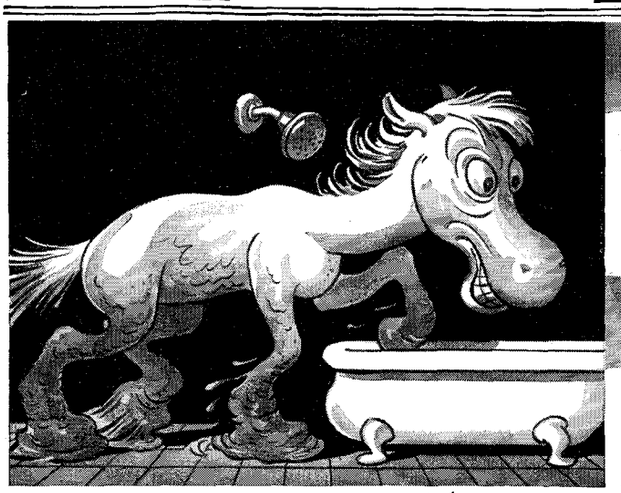

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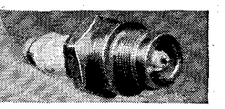

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Dulness in Stocks May Presage Recovery

In the Past, Market Inertia Has Been the Forerunner of Improvement; the Stock Exchange Will Fight Misrepresentation; Prospects in the Oil Trade Seem Brighter

By Robert Winsmore

ALTHO no longer in doubt as to election results, and altho confronted with various matters ordinarily stimulating to speculative temper, the stock market moved into November with its extreme sluggishness unchanged. Stock-Exchange professions of disappointment over the results of President Roosevelt's meeting with the bankers at Washington grew louder when the market itself failed to reflect enthusiasm in high financial quarters, and there was grumbling indifference to later happenings which would have stirred a less gloomy Wall Street into action of one sort or another.

Undeniably, the continuing apathy is discouraging to those in the business world who habitually look to the market for a sign of what lies ahead for the country's trade. It is dangerously easy, however, to mistake and overestimate the significance of such an inert market as that of the past few months. That there has been no improvement in the general price-level of stocks is, to be sure, a reflection of widespread uncertainty, but it is far from being a storm-signal. Neither is it a denial that recovery is in the making.

Historical Precedent of Recovery

As a matter of fact, just such stock market torpor is the historical precedent of recovery. Just such unresponsiveness, such inactivity, such deep Wall Street gloom have followed other great dislocations, have preceded other great reconstructions. All the major upward movements of American security values in the last forty years have developed out of periods of disheartening market uncertainty and sluggishness comparable to, even closely paralleling, that of to-day.

✦ ✦ ✦

One might reasonably assume that, after three years of widely head-lined attack, investigation and resultant Federal regulation, the stock market would know what the public thinks of it, and why. Ostensibly, however, the New York Stock Exchange is still uncertain. Last week members, employees, and associates throughout the country, to the number of 9,000, were called upon by President Richard Whitney to supply additional information by answering a questionnaire with respect to the attitude of the public in their several localities.

"Is there a feeling of antagonism?" President Whitney inquired. "Is there a general misunderstanding of the functions of the Exchange? Can you suggest the reason for such misunderstanding?" And so on, with varying degrees of naïveté.

Many of the questions seemed smug and superfluous. Others seemed intentionally significant. Who, it was asked, are the particular persons whose writings and speeches have influenced misunderstanding? Are your newspapers willing to take specific articles giving the facts, so that the truth may be known? How can accurate information be conveyed to your business men?

Stock Exchange and the Public

Thus and otherwise, the premier American stock exchange disclosed its new purpose to use planned publicity and battle aggressively against what it holds to be misinformation and misrepresentation of its province and its practises. To that end it invited criticism and counsel from its members and dependents, stoutly denied intent to spread propaganda, and promised nation-wide dissemination of facts only.

Perhaps a little less publicity given to such publicity plans would have been advisable. Unfortunately, both press and public have had experience with similar denials and promises by suspected enterprises in the past, and the Stock Exchange's so-openly proclaimed sincerity will not be immediately accepted without reserve by either.

✦ ✦ ✦

The Stock Exchange has also been figuring much in the news of late for reasons quite apart from its publicity project.

To investment bankers in convention at White Sulphur Springs, President Whitney, as quoted, gave surprizing assurance that, operating under the new Federal regulations, the American securities business can move forward to a pace of activity greater than it has ever known. In view of the Exchange's long and bitter fight against Federal regulations, such about-face optimism from its official spokesman has naturally been the subject of much Wall Street comment, and no little disagreement.

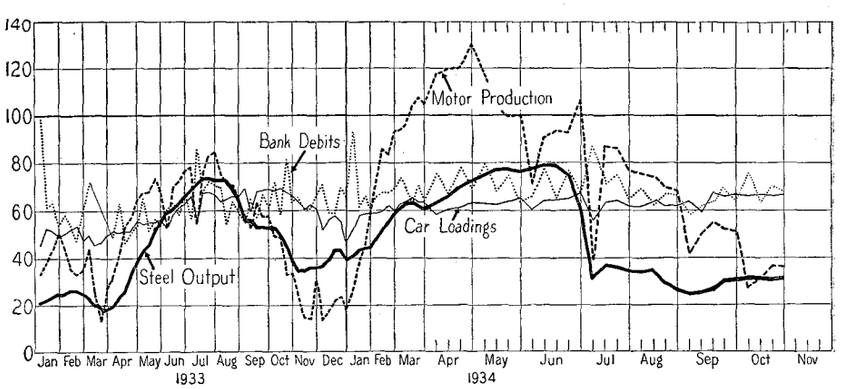
Then, too, the Stock Exchange has, by compulsion, made public exhibit of its own financial condition for the first time in its history. Its balance sheet shows the organization's net worth to be approximately $27,500,000, which is not greatly in excess of the $26,000,000 valuation at which it carries its real estate and plant. Each of the Exchange's 1,375 seats, therefore, has a property equity of at least $20,000 apart from its value as a serviceable business asset.

Last week, following the publication of the figures previously unknown to most owners, the market value of the seats fell abruptly to $70,000, or to nearly the lowest price recorded since the Exchange membership attained its present size.

Optimism, Equities, and Seats

Chiefly, the drop was a reflection of the continuing dulness of the stock market and the consequently minimized earning-power of members of the New York Stock Exchange.

Oil men were cheered, but apathetic Wall Street showed no more than mild interest last week when announced curbing of "hot" oil production in East Texas coincided with seeming new promise of early stabilization of the petroleum industry. Oil company shares made only modest response in the stock market. Comment was frankly skeptical in the financial district, where distrust of any attempted regula-



Four Indicators of Business Activity

This chart shows in percentage of deviation from the basis of weekly verage for 1923-1925, inclusive, steel ingot production in percentage of total plant capacity, total freight car-loadings, bank debits outside New York City, and automobile production. It covers the week ending October 27

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tion of oil production has long been prevalent.

It is the Wall Street view that the Texas output of illegal oil, altho disturbing, has been merely contributory to disorder that is due primarily to the continuing failure of the Petroleum Administration Board to keep legal production within prescribed limits.

Week after week, the "lawful" output figures have been in excess of "Federal allowables," and the fact that overproduction has been due only in part to outlaw producers has sustained doubt as to establishment of any firm base for lasting oil-trade improvement at this time.

Just now, however, it is the Wall Street fashion to doubt everything. Legal oil production has recently dropped close to the Federal quota. The Texas curb, if effective, can not fail to bring about a marked change for the better in the situation. At the same time, the apparent ending of spectacular gasoline price-cutting throughout the country will probably have much influence, at least upon consumer sentiment.

In the circumstances, the oil-company securities may not be as undesirable at the moment as many stock-market followers seem to think.

The Foreign Trade Council

In the Hotel Commodore at New York City, last week, 1,500 delegates to the twenty-first annual convention of the National Foreign Trade Council gave attention through three days while noted speakers ardently denounced economic nationalism, urged reciprocal trade agreements, and held international trade to be indispensable to full and stable prosperity at home and abroad. Selfish tariffs, and their selfish advocates, were assailed, and the American merchant marine's cause was strongly pleaded. Expansion of American trade with Canada, Latin America, and the Orient was a special topic.

High-lights of the convention were addresses by Secretary of State Cordell Hull and Secretary of Commerce Daniel C. Roper. Both took occasion to hold the Hawley-Smoot Tariff of 1930 responsible for much of the subsequent disaster to American industry. Both voiced high hopes for the results of the Reciprocal Trade Agreement Act.

Secretary Roper declared: "Foreign trade and domestic business can not be set apart as separate economic entities. . . . There is no such thing as permanent national self-sufficiency for any country. . . . The day has definitely passed when we may expect to unload our surplus products upon foreign countries without fair consideration of their needs and requirements."

Among speakers on behalf of Central and South American countries, John B. Glenn, New York agent of the Banco Nacional de Mexico, attracted attention by pointing out the exceptional strength of Mexico's economic situation. "It is the brightest spot on the world's business map to-day," he asserted.

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The recent change in the corporation income tax law, it is estimated, will this year take away	3,000,000
Total being taken away from investors in the Associated System in one year	$16,100,000

The principal result of these forces is to impair the savings of a large number of thrifty small investors. When, however, the far-reaching consequences are sufficiently realized by investors, and their protests become sufficiently vigorous, they will receive the consideration they deserve.

Look for a discussion of these problems in the October issue of the Associated Magazine, which is a special security holders' number. The magazine is sent free to all Associated security holders. Others may obtain it for 10c.

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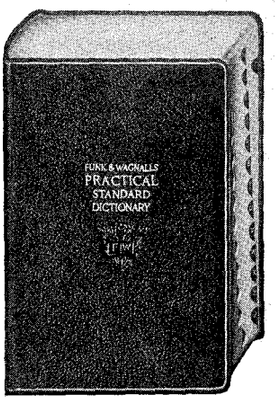

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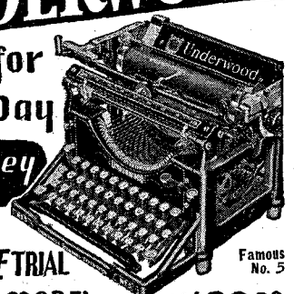

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Labor Pushes the A. & P. Family Into the Spot-Light

(Continued from page 9)

Hartford once said, in another connection: "A man must know that his job is safe, that his good work will be rewarded with the promotion and pay that it deserves."

The A. & P. replied to the Cleveland unions that there was no dissatisfaction in its staff, and asked that the Managers' Local present figures on membership. The union refused, repeating its charge that there had been discrimination against company employees who had joined unions. Pickets appeared at the warehouses, and blocked delivery to the stores from other sources, warning A. & P. employees to quit. John Hartford says he appealed futilely to city and national authorities.

On October 27, after a strike of eighty teamsters, employed by contractors who work exclusively in transporting goods from the A. & P. warehouses to the stores, Hartford startled Cleveland by announcing that he was closing all the stores there, and discharging the 1,900 employees.

A hint of what was to come might have been found in the company's shutting down of its large warehouse in Jersey City, and moving away when truckmen went on strike twelve years ago.

Shocked by the realization that many faced a winter on charity, 700 clerks and managers framed a resolution stating that they always had been treated fairly, and expressing resentment at the outside interference responsible for their plight. There never was any strike in the A. & P. stores, and the company estimate of union members in their ranks is forty. Some employees recalled that John Hartford had said: "After a man has worked loyally, for a reasonable time, the responsibility of his employer to him is as great as his responsibility to his employer."

While the National Labor Relations Board in Washington tried to smooth out the trouble, charges and countercharges were made. Mayor Harry L. Davis of Cleveland insisted that adequate protection had been given, and that police had been held in reserve for a call from the company. Both sides cried coercion. The company held that the unions were attempting to coerce happy employees into joining. The unions said that the employees had been coerced by the management until they were no longer "free agents." Thomas A. Farrell, Secretary of the Cleveland Federation of Labor, declared several cases of discrimination had been brought to his attention. Hartford accused Farrell of breaking faith in permitting the truckmen to disrupt his business. Farrell answered that the contract with the trucking company had been broken when the latter attempted to run through picket-lines.

In Washington, a peace program was evolved under which the A. & P. would reopen its stores, and reinstate its employees, sending to them a statement that the company had no objection to their affiliating with any union. The union was to forswear intimidation, and insistence on the closed shop.

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From Our Readers to Our Readers

Do the Comics Need a Housecleaning?

To the Editor of The Literary Digest—Sir:—While the public is trying to clean up the movies, which doubtless need cleaning, let us also try to clean up the funnies, that are daily put before the public. There are few that do not portray some sort of banditry, treachery, and immoral subjects. This mess is put before our children daily, and all know that all children are fond of the funnies. Start a move to crusade for better and more educational funnies.

J. D. HERRON.

Roswell, New Mexico.

Strikes and Picketing

To the Editor of The Literary Digest—Sir:—In the October 20 issue Mr. L. Long states every man has the right to strike. Right. The law also says he has the right of peaceful picketing.

Impartial investigation will show picketing *is* peaceful, until the armed forces inside the employer's property start firing; not at the employee's home, but at his person. This has been done, as labor can substantiate, especially if the picketing is accomplishing its ends.

True, both sides have the right to appeal for protection. Employers in Minnesota appealed recently for "protection," but when the Governor used the troops to preserve order, showing partiality to neither side, it wasn't what the employers wanted.

Personally, I think Mr. Long really means to say that every man has the right to quit—instead of the right to strike. What good would it do to strike without picketing?

D. E. LOGAN, JR.

Sugarland, Texas.

The Average Man's Creed

To the Editor of The Literary Digest—Sir:—I believe in the destiny of this great United States—and that liberty and the pursuit of happiness will remain sacred against the onslaught of foreign cults.

I believe in the millennium as an ideal, but as one which can not be realized in the midst of the greatest depression since the Dark Ages.

I believe that we were temporarily betrayed by certain of our financial, industrial, and social leaders; but not that we are justified in convicting all business for the sins of the few. Nor do I believe in substituting an oligarchy of politicians and bureaucrats for a former aristocracy of industry.

I believe that our choice lies between a system under which individual fortitude, skill, faith, wisdom, and frugal living will give to everyone, however humble, all reasonable rewards, and a system which regiments the individual into living without hope or incentive. I believe that this choice can not be long deferred; that THE HOUR is here; and that every man and woman who takes thought of the morrow must express his choice promptly, courageously, and militantly.

I believe that no nation can spend its way out of this depression, for the remedy of extravagance must surely be more terrible than the illness; that only patience, hard work, business idealism, and inspired leadership can lift us out of the morass into which our past extravagances have led us.

I believe that statesmanship will replace politics; and that statesmen will have the support not only of a new order of patriotic business leaders, but of those equally important leaders of labor, educational, and religious groups, whose judgment is ripened by experience and tempered by the lessons taught by history.

I believe that government can furnish the opportunity to work only temporarily and to a limited extent; and that soon, very soon, industry alone can and must furnish that opportunity.

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Father—Dear Father

—Hutton in the Philadelphia *Inquirer*

I believe that those foreign agitators who urge others to shirk in the hope of destroying our economic and governmental functions, should be deported or put in compulsory labor camps.

I believe that the lack of food and sustenance for millions in the midst of plenty is a crime against God and nature; that the right to sustenance will be recognized cheerfully by all economic, religious, social, and political faiths, regardless of the degree or manner of sacrifice by those able to contribute; that we will make no progress by destroying crops and cattle, but only by producing all we can and contributing the surplus voluntarily, or by reasonable compulsion, among the needy.

I believe that where food and sustenance will not abolish misery, public funds contributed by *all* who are more fortunate, according to their ability, must be made available. The distribution of these funds must be taken out of politics, and it should be entrusted to those semi-public agencies who administer according to human needs.

I believe that legislation and bureaucratic decrees, often reminiscent of the ancient gods of vengeance, have had their necessary victims; that the time has come to realize that all classes and groups are in the same boat, and that the boat can weather the storm only if the entire crew will pull together.

New York City. ALBERT F. JAECKEL.

A National Acclaim Fund

To the Editor of The Literary Digest—Sir:—Whenever an alert citizen distinguishes himself by a clever piece of public service, e.g. the chap who discovered the Lindbergh ransom note and brought a solution of the baffling case near, I feel like applauding vigorously. A relieved America joins me, I feel sure. Calm reflection will reveal, however, that applause is perishable and non-negotiable. Why can't we have a National Acclaim Fund by which the American people could express admiration or sympathy in a material way? As our racketeers and their finger-prints are advertised to aid their apprehension, so our heroes and their achievements could be publicized over a little coin collector. One or two million nickels would assure the respective person of America's appreciation. It would be a material aid, too, in crime detection.

(REV.) HERMAN BIELENBERG.

Oil City, Pennsylvania.

Small Loans—From the Bank's Viewpoint

To the Editor of The Literary Digest—Sir:—Recently one of your readers complained that his bank charged usurious interest rates. He gave as an example a three-month loan of $25 for which he had paid fifty cents interest and a fifty-cent service charge—and then concluded that he had been actually assessed 16 per cent.

If he were to go to his bank and ask the loaning officer exactly how much it cost to make this loan, he might be much surprized to learn that ninety cents barely covered the expense involved. (I will gladly submit itemized figures proving this statement to anyone interested.) In other words, his banker made a profit of only ten cents, or just 1.6 per cent. per annum. If the banker found it necessary to spend any time in the collection of the loan, even that small earning would be completely wiped out.

In former days when demands for loans from deserving firms and individuals were plentiful and the greater part of every bank's assets were profitably invested, many services could be rendered without charge. To-day, there is a drastic difference. Banks have approached a liquidity ratio undreamed of a few years ago. Cash and low rate government bonds sometimes equal 80 per cent. of a 1934 bank's deposits. Many banks have less than 25 per cent. of their funds in local loans which usually yield from 5 per cent. to 8 per cent. Borrowers who deserve credit are afraid to borrow or at present do not need to, and banks can not lend to those who might not repay their notes. Accordingly, bank income has decreased tremendously.

The first thing every good merchant does when profits drop is to cut expenses. Banks did this, but it wasn't enough. They found it necessary to assess charges against services that *actually* cost the bank money to maintain. The first to feel these fees was the unprofitable small checking account. A service charge—or "stop-loss" charge, if you please—was instituted to repay the bank for cash it disbursed to keep the small depositor supplied with checks, pass-books, forms and bookkeeping facilities.

Small loans, likewise, have felt the service charge, because every bank customer should pay his own way exactly as he would be required to do when purchasing goods from a store. If the business he gives his bank falls in the "loss" class, he should reimburse the bank at least to the amount that it costs to serve him. This is the theory under which reasonable service charges are now being made by banks throughout the country—charges that have been forced by conditions upon banks so that their annual reports will terminate on the right side of the ledger.

JOS. F. CORNELIUS.

Spokane, Washington.

For Standardizing Buttons

To the Editor of The Literary Digest—Sir:—Buttonholes? Bah! Consider buttons.

Sometimes our shirt loses a button. Then we find that we have approximately a million and forty-three buttons from abandoned shirts, not one of which, in design or dimension harmonizes with those remaining on our current garment.

This is to notify the Bureau of Standards to ignore the trifling controversy over buttonholes:

And to request the coming Congress to appoint a High Commission for Standardizing Garment Buttons.

A. J. KECK.

Aurora, Colorado.

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$900 for Odd Moments

"Perhaps you at the school would be glad to know that during the past year my earnings from news stories and a few short features were around $900. While that is not a large amount of money, it has been earned in odd moments after my housework was done."

Mrs. Mae L. Harland
Doylestown, Wis.

How do *you* KNOW *you can't WRITE?*

Have you ever tried?

Have you ever attempted even the least bit of training, under competent guidance?

Or have you been sitting back, as it is so easy to do, waiting for the day to come some time when you will awaken all of a sudden, to the discovery, "I *am* a writer"?

If the latter course is the one of your choosing, you probably *never will write.* Lawyers must be law clerks. Doctors must be internes. Engineers must be draftsmen. We all know that, in our times, the egg does come before the chicken.

It is seldom that anyone becomes a writer until he (or she) has been writing for some time. That is why so many authors and writers spring up out of the newspaper business. The day-to-day necessity of writing—of gathering material about which to write—develops their talent, their insight, their background and their confidence as nothing else could.

That is why the Newspaper Institute of America bases its writing instruction on journalism—continuous writing—the training that has produced so many successful authors.

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NEWSPAPER Institute training is based on the New York Copy-Desk Method. It starts and keeps you writing in your own home, on your own time. Week by week you receive actual assignments just as if you were right at work on a great metropolitan daily. Your writing is *individually* corrected and constructively criticized. Under this practical, seasoned guidance, you will find that (instead of vainly trying to copy some one else's writing tricks) you are rapidly developing your own distinctive, self-flavored style—undergoing an experience that has a thrill to it and which at the same time develops in you the power to make your feelings articulate.

Many people who *should* be writing become awestruck by fabulous stories about millionaire authors and therefore give little thought to the $25, $50 and $100 or more that can often be earned for material that takes little time to write—stories, articles on business, fads, travels, sports, recipes, etc.—things that can easily be turned out in leisure hours, and often on the impulse of the moment.

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Why don't you write?

The Spice of Life

(TITLE REGISTERED IN U. S. PATENT OFFICE)

Hope It Isn't an Epidemic.—"Hello, Smith, old man, haven't seen you for some time."

"Been in bed seven weeks."

"Oh, that's too bad. Flu, I suppose?"

"Yes, and crashed!"—*Montreal Star.*

Little Too Smooth for Comfort.—That a certain young man is wise beyond his years was proved when he paused before answering a widow who had asked him to guess her age.

"You must have some idea," she said.

"I have several ideas," said the young man, with a smile. "The only trouble is that I hesitate whether to make you ten years younger on account of your looks, or ten years older on account of your intelligence."—*Toronto Globe.*

The All-American College Hymn.—

Hmmmm da da daaa, do da da
Alma Mater thee,
Hmmmm doo do classic halls,
Hmmmm la la doo doo ivied walls,
Alma Mater three!
Hmmmmmm da da do la
Hopes and fears,
Hmmmmmmmm loo da loo loo
da la years
Alma Mater threeeeee!

—*Columbia Jester.*

That's Talent!—Two friends, one married and the other a bachelor, were at the latest play, admiring the performance of a famous actor.

"By Jove," the married man murmured, "he's wonderful. The way he displays affection toward the leading lady, eh?"

"Yes—pretty good," the bachelor agreed, "but, you know he's been married to her for eighteen years."

"What? Really married! Gosh—what an actor!"—*Tit-Bits (London).*

Step by Step.—A youngster asked his father how wars began. "Well," said his father, "suppose America quarreled with England, and—" "But," interrupted the mother, "America must not quarrel with England." "I know," he answered, "but I am taking a hypothetical instance." "You are misleading the child," said mother. "No, I am not," he answered. "Yes, you are." "I tell you I am not! It's outrageous—" "All right, Dad," said the boy. "Don't get excited. I think I know how wars begin."—*Hudson Star.*

Let's Start Over.—After an immense amount of trouble, the vicar of a country parish succeeded in reconciling two old women who had been quarreling for years. He even induced them to meet under the vicarage roof.

In his drawing-room they shook hands. After an embarrassed silence one of them said:

"Well, Mrs. Tyler, I wish you all you wishes me."

"An' who's saying nasty things now?" snapped Mrs. Tyler.—*Pearson's Weekly (London).*

Please Write Plainly.—CUSTOMER—"Why do you charge 2d extra for each of my cuffs?"

MANAGERESS OF LAUNDRY—"Because you make pencil notes on them."

CUSTOMER—"Why should that make such a difference?"

MANAGERESS—"The girls waste so much time trying to make them out."—*The Humorist (London).*

For Running Expenses.—"Good morning, ma'am!" said a shabbily dressed visitor. "Is it here that you are offering a reward for a lost dog?"

"That's right," said the cottager, her face lighting up with expectation. "The reward was ten shillings. Have you come to tell me that you've found my little dog?"

"No, not yet, ma'am," said the other, with a grimace. "But as I was just going in search of the dog I thought you might let me have a little of the reward on account."—*Answers (London).*

Slips That Pass in the Night

Wrap It Up.—Reliable Woman wants days work, and washington to take home.—*Advertisement in Lynchburg (Va.) paper.*

Save Us From Our Friends.—Patrolman J. K.——, testified as a character-witness for R——, whom he said he had known for 116 years.—*New York paper.*

Gloom for the Old Guard.—

SWING TO CONSERVATISM IS
HELD POSSIBLE IN 11936

—*New York City paper.*

Scratching His Ear with His Foot.—Souville sighed comfortably, seated himself on his chest, and folded his plump hands across his melon-like stomach.—*Philadelphia magazine.*

Seems Too Pat to Be a Slip.—On April 15 of that year a receiver was named for Middlewest Futilities, a key-stone of the Insull financing pyramid.—*Washington (D. C.) paper.*

That's the Word.—Miss H—— has been distinguished by her fascinating manner in handling children, so that even the baby tots of three years will be looking forward with great anxiety to their classes.—*Galesburg (Ill.) paper.*

When Patience Snaps.—

VIOLINIST HIT
AT LA JOLLA
RECITAL

—*Head-line in San Diego (Calif.) paper.*

Bring Your Police Record.—

SOLICITOR

For liquor license pictures, who has had previous kidnaping experience. Interview Mr. S.—— between 8 and 10 P.M. Wednesday, New Imperial Hotel.

—*Advertisement in Niagara Falls (N. Y.) paper.*

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Contributors to This Issue

Upton Close, well-known commentator on Far Eastern politics, has devoted more than a decade of his forty years to observing Oriental affairs. Born Josef Washington Hall, at Kelso, Washington, he is a graduate of George Washington University. He was investigating officer for the United States Government during the Japanese invasion of Shantung, 1916-1919; Chief of Foreign Affairs under Wu Pei-fu, 1922. He is author of several books, including "In the Land of the Laughing Buddha," "The Revolt of Asia," and "Challenge: Behind the Face of Japan," which is to be published on November 27, and is a frequent contributor to periodicals.

Stanley B. Frank is on the sports staff of the New York *Post*. He was born at New York City in 1908, and is a graduate (1930) of the College of the City of New York.

Harry Hirsch is a German newspaper man, and a sports correspondent for several European papers. At present he is on the West Coast obtaining material on American sports for several Continental periodicals.

Arthur Mann formerly was a sports and sports-feature writer for the New York *Herald Tribune* and *The Evening World.* Since 1931, he has been a free-lance writer. Last year he sold 500,000 words of sport-fiction to periodicals. He is thirty-three years old, and is a devotee of the harmonica.

Francis D. Perkins, formerly assistant music critic on the New York *Tribune*, has held the same position on the new York *Herald Tribune* since 1924. He was born in Boston in 1897 and was graduated from Harvard in 1919. Except for one year in the Army, he has since been a critic.

R. A. McFarland, who contributes the first of a series of articles on Russia, is in the department of psychology at Columbia University. He was graduated from the University of Michigan in 1923, received his Ph.D. from Harvard University in 1928, then attended Trinity College, Cambridge University, England, for a year. For the last four summers he has been connected with the Geneva School of International Study at Geneva, Switzerland.

Herbert Reed for many years was on the sports staff of the New York *Evening Post*, where he wrote under the pseudonym of "Right Wing." He is a New Yorker, and fifty-six years old.

Robert Winsmore is a staff writer for The Literary Digest.

Short-Wave Police Radio

The Police Department of Newark, New Jersey, is the first to begin operation of its radio system in a new high-frequency (short-wave) band tentatively assigned by the Federal Communications Commission for police work. The system, just installed, uses the tip of a flagpole for its antenna, and hollow wires which, like water pipes, carry electricity without "leaking."

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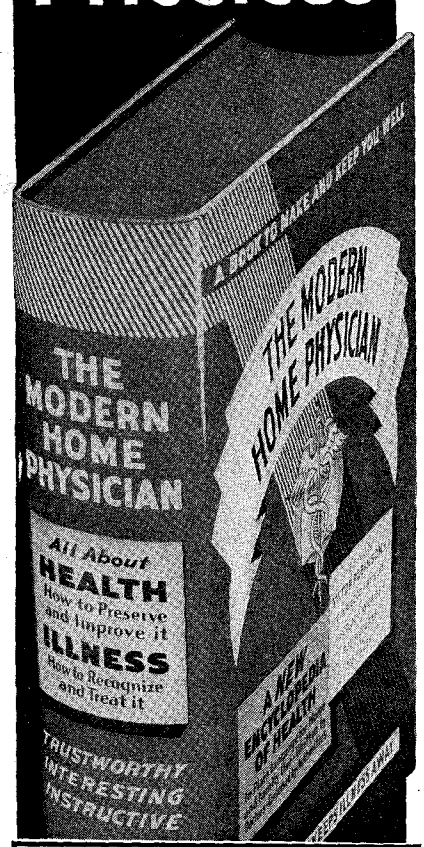
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The editor, Dr. Victor Robinson, is Professor of History of Medicine at Temple University and editor-in-chief of Medical Review of Reviews, an authority of international renown on medicine, hygiene and public health. The 2,000 articles in the book were contributed by a large group of specialists in collaboration with general practitioners of wide practical experience and the entire work was gone over in every detail by Dr. Robinson.

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